

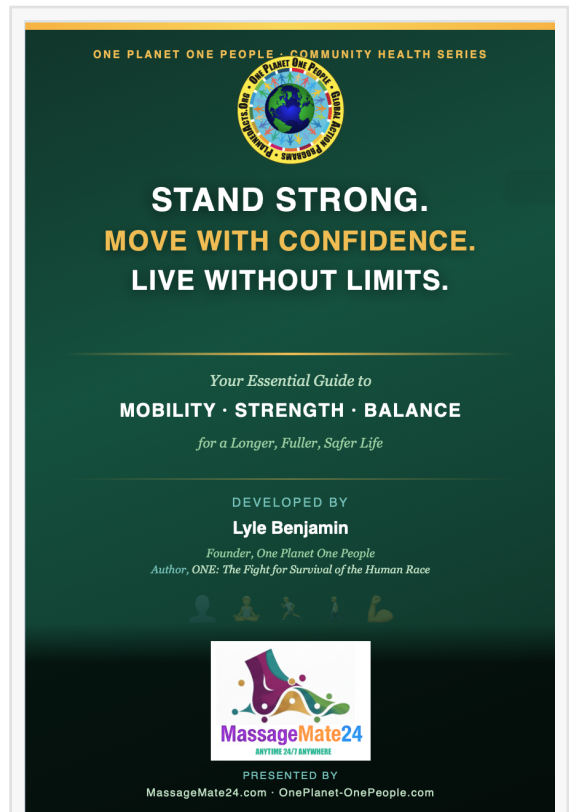
Ome Planet - One People and MassageMate24™ Launch Free Stand Strong Program to Help Prevent Falls Among Older Adults

The evidence-based mobility, strength, and balance program and companion app target the leading cause of injury death among Americans age 65 and older.

NEW YORK, NY, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Every 12 minutes, an older adult in the United States dies from a fall. In 2024 alone, 43,020 Americans age 65 and older lost their lives this way — a toll that has climbed 51 percent over the past decade, according to the National Safety Council. Falls are now the leading cause of injury-related death among older Americans, and for adults 80 and older, the odds of falling in any given year rise to one in two. Despite the scale of the crisis, fall prevention remains one of the most under-addressed public health issues in America — a risk hiding in plain sight inside millions of homes.

One Planet - One People, the nonprofit founded by social responsibility entrepreneur Lyle Benjamin, and MassageMate24™, the foot therapy device Benjamin created after his own chronic pain crisis, and the loss of his mother and grandfather due to falls and fractured hips, are responding with [Stand Strong](#): a free, research-backed mobility, strength, and balance program — paired with a companion progress-tracking app — designed to help older adults and their families change these odds before a fall happens.

The numbers explain the urgency. One in four adults over 65 falls every year; one in ten of those falls causes a serious injury, according to the CDC. Eighty-three percent of hip fracture deaths



"The free Stand Strong handbook from One Planet - One People and MassageMate24 organizes 24 evidence-based mobility, strength, and balance exercises to help older adults reduce fall risk."

and 88 percent of hip fracture hospitalizations are caused by falls, and non-fatal falls cost the U.S. healthcare system an estimated \$80 billion annually. A hip fracture, research shows, is rarely “just” a broken bone — mortality in the year following one ranges from 20 to 27 percent, driven by a cascade of complications including pneumonia, blood clots, and loss of independence.

Stand Strong is designed to interrupt that cascade before it starts. Developed by Benjamin as part of One Planet - One People's Health and Wellness Quality of Life Initiatives, the free handbook organizes 24 exercises across three areas — Mobility, Strength, and Balance — each grounded in peer-reviewed research and requiring nothing more than a sturdy chair, a wall, and 15 to 20 minutes several days a week.



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Falls don't happen because people are frail. They happen because no one ever gave them the tools to stay strong. This program exists so families don't have to learn that lesson the way mine did.”

*Lyle Benjamin, Founder,
Educator, One Planet - One
People*

A companion app is available at [MassageMate24.com](https://www.MassageMate24.com) and adds progress reports, milestone rewards, and a community network to help participants stay consistent over the 12- to 24-month window research shows produces the most lasting reduction in fall risk. The evidence behind the approach is substantial: a 2025 systematic review found that structured balance and strength training reduces falls by 31 to 58 percent, and a 2024 review of 155 studies published in Healthcare confirms that this training directly targets the muscle weakness, impaired balance, and slowed reflexes that cause falls in the first place.

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— Lyle Benjamin, Founder, One Planet
- One People

The program is a natural extension of MassageMate24's mission. Healthy, pain-free feet are a documented foundation of the balance and mobility that prevent falls, and for the 81 percent of Americans who report foot pain, MassageMate24's reflexology-inspired therapy sleeve offers relief that complements the Stand Strong program.

MassageMate24 also extends that relief beyond paying customers. Through the company's [Give-One Program](#), every 10 MassageMate24 units purchased trigger a free donation to a veteran, an elderly individual, or a person with chronic foot conditions — so the same foot and mobility support at the center of Stand Strong reaches families who might not otherwise be able to afford it.

Get Involved

The Stand Strong handbook and app are free at [MassageMate24.com](#). MassageMate24™ devices are also available there for individual and bulk purchase. Senior living communities, home health agencies, caregiver organizations, wellness providers and companies interested in bulk orders or program partnerships can submit an inquiry at [MassageMate24.com](#).

How It Works



"MassageMate24 in six simple steps — slip it on, relax, and let 400+ nubs deliver hands-free therapeutic relief anytime, anywhere."



Dolly, Lyle's Mom, enjoying a meal a restaurant on her birthday, days before the fall that broke her hip and her will to live.

Always consult a physician before beginning any new exercise program, particularly for those with a history of falls, osteoporosis, joint replacement, or cardiovascular disease.

About One Planet - One People (1POP)

One Planet - One People is a nonprofit organization founded by Lyle Benjamin with a singular vision: that the challenges facing humanity cannot be solved in isolation and require a collaborative, global, grassroots response. 1POP's programs include Planned Acts of Kindness (PAK), the H.E.A.R.T. in Education program, the Benjamin DaVinci Institute, 16 Things Kids Can Do, 1POP Clubs, and global sustainability initiatives aligned with the United Nations' 17 Sustainable Development Goals. Learn more at OnePlanet-OnePeople.com.



Lyle Benjamin Headshot

About MassageMate24 — Relief for Every Step

MassageMate24 was born from Lyle Benjamin's own experience with debilitating foot pain following toe surgery that led to Complex Regional Pain Syndrome (CRPS). Benjamin designed MassageMate24: a reflexology-inspired foot therapy device made from FDA-certified food-grade silicone with more than 400 therapeutic nubs delivering 360-degree coverage of the foot and lower leg. Proceeds of every MassageMate24 purchase support One Planet - One People and Planned Acts of Kindness, and — through the company's Give-One Program — every 10 units purchased trigger a free donation to a veteran, elderly individual, or person with chronic foot conditions. MassageMate24™ is available for individual and bulk purchase at MassageMate24.com.

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