

NEWS RELEASE



MEADOW LAKE
VILLAGE®

Touchmark at Meadow Lake Village

FOR IMMEDIATE RELEASE

May 8, 2007
For further information:
Michelle Swantek
(208) 888-5667

“MAKE EVERY DAY A FITNESS DAY!” **TOUCHMARK AT MEADOW LAKE VILLAGE IS HOSTING AREA’S** **NATIONAL SENIOR HEALTH & FITNESS DAY EVENTS**

MERIDIAN, Idaho — People ages 55-plus are invited to participate Wednesday, May 30, 2007 in the Boise-area’s only site celebrating National Senior Health & Fitness Day (NSHFD). Activities get under way at 11 a.m. at Touchmark at Meadow Lake Village, 4037 E. Clocktower Lane in Meridian. In addition to Touchmark, the event is being sponsored by MedNow, Humana/SilverSneakers, Waterford Home Health, Haycock Chiropractic, Investment Resources of America and Saint Alphonsus and Four Rivers Hospice. Community groups from Meridian and Boise will be providing a variety of fun, healthy activities and food throughout the afternoon.

Now in its 14th year, NSHFD is the nation’s largest health promotion event for older adults and always is held the last Wednesday of May as part of Older Americans Month. This year’s theme — “Make Every Day A Fitness Day!” — emphasizes the importance of a regular fitness program for older adults.

The May 30 event will give people an opportunity to learn what’s new in the area of fitness as well as win prizes:

- 11 a.m. — Special lunch; (Cost is \$10 per person.)
- 12:30 p.m. — Registration
- 1 p.m. — Brief opening address by The Honorable Tammy de Weerd, Meridian mayor
- 1:30 p.m. — Fitness walk with mayor
- 2 to 4:30 p.m. — Health fair and breakout classes, including line dancing, seated yoga, Exerstrider walking poles, SilverSneakers and golf basics with Boise State University Men’s Head Golf Coach Kevin Burton
- 5 p.m. — Early dinner. (Cost is \$10 per person.)

- more -

Participating organizations include The American Parkinson Disease Association, Idaho Senior Olympic Games, Meridian Fire Safety Center, Meridian Police Department, Treasure Valley Family YMCA and Visual Effects Salon.

There is no charge for the walk, health fair and breakout classes. For more information, people can call (208) 888-2277.

“Substantial research has confirmed without any doubt that being physically active on a daily basis is the number one predictor of aging well,” says Touchmark Life Enrichment/Wellness Director Michelle Swantek. “The benefits can be measured in improved quality of life, reduced disability and greater strength, balance, flexibility and cardiovascular health.”

A coalition of organizations from around the nation has produced *The National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older* as a guide to help organizations, agencies and other groups increase physical activity among mid-life and older adults. According to the report, “The key to success lies in developing and channeling resources, and working collaboratively to move the evidence about the benefits of physical activity into national action.” The report outlines specific steps and strategies; a copy of the report is available at www.AgingBlueprint.org.

An estimated 150,000 older adults will participate in NSHFD events around the country this year.

Meadow Lake Village retirement resort is a 135-acre planned development for active adults that includes the Grand Lodge, Sun Valley Lodge, future lodge buildings as well as single and duplex homes, 35 acres of retail and commercial services, a nine-hole, par 3 irons golf course, lake and walking paths.