

NEWS RELEASE

Waterford on West Century



FOR IMMEDIATE RELEASE

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For more information:
Reva Kautz
(701) 323-7000

Celebrate active aging with Waterford

BISMARCK, N.D. —In honor of Active Aging Week, Waterford invites people to experience wellness at Waterford’s Health Fair, **Tuesday, Sept. 23 from 9 a.m. to noon**. There is no charge for the events, which will be held at 1000 West Century Avenue, Bismarck.

Activities will include:

- Exhibit booths by local vendors, including AAA, Bismarck Parks and Recreation District, Arthritis Foundation, Humana®, Medcenter One and North Dakota Interagency Program for Assistive Technology, promoting all dimensions of wellness.
- Entertainment by North Dakota Troubadour Chuck Suchy from 10 to 11.
- Health screenings: memory, hearing, vision, blood pressure, bone density and cholesterol.
- Chair massages.
- Used-book sale. All proceeds will benefit the Alzheimer’s Association locally.

For more information, call Waterford Health & Fitness Club Director Lindsey Peterson at (701) 355-1280.

“We designed these events to help people gather useful information that can assist them in achieving healthy, fuller lives,” says Peterson. “It’s clear that the key to living longer — and better — is to stay active. Several recent studies have shown there’s a strong relationship

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between physical activity and mental acuity, and other research links social connectedness to healthy aging.”

A recent article in *The Journal on Active Aging* supports this connection. Touchmark Vice President of Wellness & Programs Marge Coalman, Ed.D., writes in the July/August issue that “individuals engaged in the greater good of all ... are experiencing a better quality of life as they age.”

Her article, titled “Enrich the lives of older adults through civic engagement,” highlights the benefits of social involvement, provides several examples and offers tips to supporting civic engagement work. “Along with other avenues such as lifelong learning and creativity, civic engagement offers considerable life enrichment opportunities for older adults. These pathways to improved health and well-being encourage people to lead fuller, more satisfying lives.” The full article can be seen at WaterfordBismarck.com/common/pdf/civic-engagement-enrich-lives.pdf.

Now in its sixth year, Active Aging Week is the annual health promotion event organized by the International Council on Active Aging. The event is held each year during the last full week of September throughout the U.S. and Canada and is designed to promote healthy and active lifestyles.

Waterford offers resort-style living to those 55-plus and is home to more than 150 people. The community offers a wide range of homes and lifestyle choices. An on-site health and fitness club is open to anyone over 40 and features a variety of fitness options. In 2008, Touchmark—Waterford’s parent company—received an award from the Health Promotion Institute for Let Your Spirit Soar, a component of the Life Enrichment/Wellness program.