

NEWS RELEASE

Waterford on West Century



FOR IMMEDIATE RELEASE

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“MAKE EVERY DAY A FITNESS DAY!” **WATERFORD IS HOSTING AREA’S** **NATIONAL SENIOR HEALTH & FITNESS DAY EVENTS**

BISMARCK, N.D. — People ages 55-plus are invited to participate Wednesday, May 30, 2007 in the Bismarck-area’s only site celebrating National Senior Health & Fitness Day (NSHFD). Activities get under way at 9 a.m. at Waterford on West Century, 1000 West Century Avenue in Bismarck. A few hundred people are expected to participate and visit nearly 20 community vendors that will provide a variety of fun, healthy activities, food and prizes throughout the morning. The event concludes at noon.

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. One lucky individual will receive the grand prize — a six-month membership to the Waterford Health & Fitness Club (a \$250 value).

Participating organizations include Bismarck Parks & Recreation District, Roshau Chiropractic Wellness Center, Great Plains Rehabilitation Services, Spa D’Athena Medi-Spa & Salon, RSVP-Central North Dakota, AAA Travel, SilverSneakers, Bismarck-Mandan Bird Club,

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Dakota Physical Therapy, LeiLani Haack, LMT, Medcenter One Hearing Center, Woodcarvers Club, Medicine Shoppe Pharmacy, Eyes on Parkway, Medcenter One Sleep Center, Medcenter One Parish Nurse Program and *My Early Dakota Prairie Life*, books by Edward Keller, DDS.

There is no charge for the event. For more information, people can call (701) 355-1280.

“Substantial research has confirmed without any doubt that being physically active on a daily basis is the number one predictor of aging well,” says Waterford Health & Fitness Club Director Shawna Dschaak. “The benefits can be measured in reduced disability, improved quality of life, 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.

Waterford offers resort-style living to those 55+ and is home to more than 150 people. The community offers a wide range of homes and lifestyle options. An on-site health and fitness club is open to anyone over 40 and features a variety of fitness options.