

NEWS Release



Touchmark on West Prospect

FOR IMMEDIATE RELEASE

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TOUCHMARK TO MARK NATIONAL SENIOR HEALTH & FITNESS DAY WITH ENTERTAINING ACTIVITIES

APPLETON, Wis. — Touchmark on West Prospect and News Talk 1150 WHBY are partnering to promote National Senior Health & Fitness Day (NSHFD) Wednesday, May 31. Kathy Keene, host of “Good Morning Fox Cities,” will broadcast live from Touchmark’s Four Seasons Dining Room (2601 Touchmark Drive, Appleton) from 10 a.m. to noon. Now in its 13th year, NSHFD is the nation’s largest health promotion event for older adults. This year’s theme, “Fitness — A Lifetime of Benefits,” highlights the many advantages that result from practicing a healthy lifestyle.

In addition to celebrating fitness with a heart-healthy brunch, people will be able participate in the Stepping Out walk immediately after the radio broadcast. Various distances throughout the neighborhood will be available for all ability levels. Following an awards ceremony at 1 p.m., people will dance to live music featuring pianist/vocalist Arlie Schneider.

For more information, contact Touchmark’s Life Enrichment Director Bobbie Thompson at (920) 832-9100.

“We now know that even small increases in physical activity can lead to better health,” points out Thompson. “This celebration will give older adults an opportunity to begin or renew a commitment to fitness and to celebrate a healthy lifestyle.”

This year, the President’s Council on Physical Fitness and Sports celebrates its 50th

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anniversary. Over the past five decades, it has established several key points relating to health and fitness, including:

- Adults 18 and older need 30 minutes of physical activity on five or more days a week to be healthy.
- Significant health benefits can be obtained by including a moderate amount of physical activity, such as 30 minutes of brisk walking or raking leaves, 15 minutes of running or 45 minutes of playing tennis. Additional health benefits can be gained through greater amounts of physical activity.
- Thirty to 60 minutes of activity broken into smaller segments of 10 or 15 minutes throughout the day have a significant health benefit.
- Moderate daily physical activity can reduce substantially the risk of developing or dying from cardiovascular disease, type 2 diabetes and certain cancers.

National Senior Health and Fitness Day is always held the last Wednesday of May as part of Older Americans Month. It's estimated that 150,000 older adults will participate around the country this year.

Touchmark on West Prospect opened in 2001. The community offers resort-style retirement for adults 55-plus and is home to more than 100 people. The community offers a wide range of single-level homes, apartments and lifestyle options.