



A new exercise DVD that will strengthen Canadian boomers

Toronto, ON (February 29, 2008) –Canada is getting older. According to the 2006 Statistics Canada Census, the 65-and-over population made up a record 13.7% of the total population of Canada. The number of people aged 55 to 64, many of whom are workers approaching retirement, has never been so high at close to 3.7 million in 2006.

In the wake of our aging population, many people are searching for ways to keep boomers healthy and independent. Vintage Fitness, a Toronto based company specializing in fitness for those over the age of 50, has launched a first of its kind DVD, **Strength and Balance**, to improve the strength and balance of Canadian boomers.

The DVD is 50 minutes long and is broken into eight short segments that strengthen specific areas, such as legs, arms, lower back, and chest. The simple exercises also improve balance and flexibility. What makes the DVD unique and appropriate for boomers is that seated and standing options are always suggested, the instructors explain how the exercises will help with everyday activities and it works if you are 50 or 90 depending on which difficulty level you choose.

“Exercise is a powerful medicine that can keep boomers healthy and independent,” says Erin Billowits, founder of Vintage Fitness. “Strength training is done by less than 10 per cent of Canadian seniors, yet hundreds of studies prove that older adults can safely get stronger at any age. Strength training has extensive benefits such as increasing bone density, decreasing body fat, reducing the risk of falls and improving daily functioning such as walking speed and reaction time,” explains Billowits.

People are raving about the DVD:

“I love how the exercises are shown both seated and standing, doing this DVD makes me feel stronger even though I do most of the exercises sitting down” – DJ Peaker

“I certainly can endorse the great fitness DVD which I will take to Florida with us. I will take it with me and will try to keep up with Erin's fitness program as much as I am able” – Elaine Eddy

“The Vintage Fitness DVD has been the best gift that I have given my mother in years! After a visit to the doctor my mother has been worried about her bone density, she now has a way to build her bones no matter what the weather and without the expense of a gym membership” – Brandie

“The international council on active aging highly recommends this DVD. The exercises will make everyday activities easier and help older adults to stay independent” – Julie McNeney, Chief Operating Officer

To order a DVD for yourself or for a loved one, go to www.vintagefitness.ca.

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