

NEWS RELEASE



Touchmark at Wedgewood

FOR IMMEDIATE RELEASE

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“MAKE EVERY DAY A FITNESS DAY!” **TOUCHMARK HOSTING WELLNESS SYMPOSIUM AND EXHIBIT FORUM**

EDMONTON, Alberta — People ages 55-plus are invited to participate Wednesday, May 30, 2007 in a wellness symposium and exhibit forum at Touchmark at Wedgewood, 18333 Lessard Road. Activities run from 10 a.m. to 3 p.m. with more than a dozen community groups providing fun, healthy activities; screenings; samples; prizes and food.

The theme — “Make Every Day A Fitness Day!” — emphasizes the importance of a regular fitness program for older adults. Scheduled activities feature local elected officials, media representatives and health enthusiasts:

- 10 a.m.** — Welcome, opening remarks: Edmonton’s Member of the Legislative Assembly Mo Elsalhy and Touchmark Executive Director Leanne Gugenheimer
- 10:15 a.m.** — Exerstrider Poles demo with Cindy Cinats, BScPT, MScPT, FCAMT of Innovation Physical Therapy
- 10:30 a.m.** — Stepping Out walk led by CTV Edmonton’s Carmen Leibel
- 11:30 a.m.** — Belly dancing demo led by Leslie McEwan, AFLCA, project coordinator at Provincial Fitness Unit, with Touchmark residents
- 12 to 1 p.m.** — Piano music performed by Morris Simons, Touchmark resident
- 2 p.m.** — Stony Plain Seniorita Kickers
- 2:30 p.m.** — Chair dancing with Inge Telzerow, fitness instructor

Participating organizations include I Hear Unicare, Hawkstone Pharmacy, AMA (Roadwise), Ever Active Adults & Active Independence, Edmonton Police, Eye Trend, Sole Experience, Callingwood Vitamin Center, Optimal Health Acupuncutre, healing from head to sole (massage therapist Jody Makarus), Nailz & Detailz and Baskets ‘n Things.

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There is no charge for the symposium and exhibit fair. Visitors also will have the opportunity to tour Touchmark's new Show Home and Sales Centre as well as two new bungalows. For more information, people can call (780) 577-5000.

“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 Kathy Brown. “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 Canada and the United States has produced *The 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.

Touchmark is a North American leader in planning, building and operating resort-style retirement communities for people age 55-plus. Situated in a picturesque ravine setting, Touchmark at Wedgewood offers a range of homes and lifestyle options, including 66 bungalows, 115 suites and independent and assisted living. Numerous amenities include a robust Life Enrichment/Wellness program, transportation and chef-prepared meals.