

# NEWS RELEASE



## Touchmark on West Prospect

**FOR IMMEDIATE RELEASE**

September 4, 2008  
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### **Touchmark hosts Active Aging Week — Public invited to participate in fun, healthy activities**

APPLETON, Wis. — Touchmark invites people to participate in Active Aging Week, Sept. 23 to 26. There is no charge for most events, which will be held at 2601 Touchmark Drive in Appleton.

On **Tuesday, Sept. 23 at 9:30 a.m.**, Tom Rutlin, owner and inventor of Exerstrider® Fitness Walking Poles, will discuss Exerstriding and its benefits. More than 20 years ago, Rutlin developed this innovative style of Nordic walking, using specialized fitness poles that he designed. Exerstriding helps people achieve full-body fitness and provides extra balance support. This will be the first time Rutlin has presented in the Appleton area.

At 10:30 a.m., people can practice walking with the poles. At 11 a.m., Appleton Mayor Timothy Hanna and Rutlin will lead a fitness walk. The rest of the week's events include:

#### **Wednesday, Sept. 24**

- **11 a.m.** — “What are good walking shoes?” presented by Andy Vanderloop of Vanderloop Shoes and New Balance-Fox Valley. After the presentation, he will offer complimentary shoe fittings.
- **1:30 p.m.** — For those unable to attend the morning, Vanderloop will repeat his presentation.

#### **Thursday, Sept. 25**

- **11 a.m.** — Julia LeNoble, Touchmark reflexologist, explains reflexology.
- **2:30 p.m.** — Touchmark massage therapist Lori Boushele will talk about the benefits of massage.

#### **Friday, September 26**

- **11:30 a.m.** — Touchmark bus leaves for Trestle Trail. Participants will take part in a brief fitness walk on this popular trail. Cost: \$6 for boxed lunch. Since space is limited, please RSVP by calling (920) 832-9100.

For more information, people can call (920) 832-9100.

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“We designed these events to help people gather useful information that can assist them in achieving healthy, fuller lives,” says Touchmark Life Enrichment/Wellness Coordinator Julie Buss. “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 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 [TouchmarkAppleton.com/common/pdf/civic-engagement-enrich-lives.pdf](http://TouchmarkAppleton.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 Canada and the U.S. and is designed to promote healthy and active lifestyles.

Touchmark on West Prospect opened in 2001. The community offers a wide range of single-level homes, apartments and lifestyle options for adults 55-plus and is home to more than 120 people. In 2008, Touchmark received an award from the Health Promotion Institute for Let Your Spirit Soar, a component of the Life Enrichment/Wellness program.