

The Willows at Worcester
101 Barry Road, Worcester, MA 01609
www.SalmonHealthAndRetirement.com

PRESS RELEASE

Contact: Ariana Shuris, Public Relations Specialist
Office: 508.898.3490, ext. 3764
Cell: 508.320.3465
AShuris@SalmonHealthAndRetirement.com

FOR IMMEDIATE RELEASE

Use It or Lose It
Making Exercise a Daily Routine

Worcester, MA — March 30, 2011 — The Willows at Worcester - Premier Retirement Community for Active Adults and the newest addition of SALMON Health and Retirement – has motivated its exercising residents to maintain their physical health by utilizing the community’s all-inclusive, state-of-the-art fitness and aquatic center.

Don and Judy Stoddard, natives of Rutland, MA, moved to The Willows during its grand opening in September 2009. As active members of the Greater Worcester community, Judy, 78, continues to volunteer at Rutland Public Library and her church, while Don, 84, who played senior softball up until 78, visits Worcester State University’s walking track three days a week when summer arrives. But, what they have added to their already full schedules is their dedicated participation to The Willows’ exercise programs and training sessions - offered to all of The Willows’ residents.

Now as active members of The Willows’ community, the Stoddards have taken full advantage of the personal exercise program (PEP), including fitness classes, modern equipment and one-on-one sessions with in-house personal trainer. The program is organized by Director of Fitness and Aquatics, Kaitlyn Ekstrom Tieuli, whose enthusiasm, passion, and experience in the fitness field helps enliven the community’s flourishing exercise program.

“I am so passionate about what I do now, especially since I used to be a very sedentary person. If you would have told me I would be certified as a fitness director one day, I would have laughed,” said Ekstrom Tieuli.

—more—

“The personal exercise program includes one-on-one or small group training for strength and cardio,” said Ekstrom Tieuli, who teaches the 28 weekly classes.

The classes offer a mix of both physical and non-physical programs, where the non-physical ones are geared toward helping active adults maintain their state of well-being. These exercises include meditation and relaxation, and a class entitled “resolution keepers”, where residents support each other by sharing their personal experiences and learn new skills for healthy living. The more active classes offer the four main elements of fitness which are cardiovascular activity, strength training, balance and flexibility.

Julia Huot, 72, originally from northern California, moved to The Willows in August 2010, with hopes of continuing her active routine of uphill hiking and strength training exercises. Huot wears a pedometer all day long and has no problem meeting her doctor’s recommendation of 10,000 steps a day, especially if she’s power walking while listening to the British rock band T-Rex on her iPod.

“The fitness center was one of the benefits of coming here. It was very important for me to have a program like this,” said Huot, who is also a regular of Ekstrom Tieuli’s aerobics and aquatic exercise classes. The aqua exercises work against the natural resistance of water, strengthening muscles and challenging the cardiovascular system with low joint impact.

“I have so much more energy when I exercise,” said Huot, who prefers morning work-out sessions. The physical exercise she gets at The Willows has helped her maintain an already active level of fitness which had her hiking five to six mile trails in mountainous northern CA.

Mrs. Stoddard was attracted to the totality of The Willows community. “Everything we wanted to engage in was offered at this campus – the support, location and professionalism,” she said.

“Although they played tennis and softball before moving to The Willows, the Stoddards had never done the ‘gym thing’,” explained Ekstrom Tieuli, who has watched the couple gain strength and endurance by coming to the fitness center three days a week for personal training and five days a week to use the recumbent step machine.

“Don will do 20 to 30 minutes of personal training with me and then we will turn to balance workouts afterward, which we call ‘extra torture’,” Ekstrom Tieuli said giggling with Mr.

—more—

Stoddard, who has recently received the PEP Achiever Award for completing 100 one-on-one training sessions.

The Willows' fitness center is complete with Kasier equipment, which accommodates a wide range of users, offering consistent pneumatic resistance with the touch of a button.

Ekstrom Tieuli said, "I am spoiled by the equipment here. It's the best and it's very safe."

While aches and pains may come with age, Willows residents know that by maintaining a level of physical fitness and a sense of well-being, they can look forward to a healthy and fulfilled quality of life.

Cardiovascular activity done five days a week for 30 minutes at a time is the ideal exercise regime for older adults, directed by the American Heart Association (AHA) and The American College of Sports Medicine, said Ekstrom Tieuli. An important guideline set by the AHA also states, "The simplest, positive change you can make to effectively improve your heart health is to start walking." This type of physical activity is said to boost your mental and physical wellness, prolong optimal health and strengthen your immune system.

"We each have control over how we age," said Mrs. Stoddard. "In 1984 I was diagnosed with osteoarthritis, and I've done range of motion exercises every day since that day in my home. With exercise, I say, "If it keeps you off medicine, it's worth doing."

Mr. Stoddard added, "Exercise should be a part of your lifestyle regardless of age."

The Willows at Worcester, located on a 21-acre campus at 101 Barry Road, near Salisbury Street, offers private independent living apartment homes and cottages, with a variety of customization choices so residents' homes can reflect their personal style and taste. For more information about The Willows at Worcester, call (508) 755-0088 or visit www.TheWillowsAtWorcester.com. The Willows is part of SALMON Health and Retirement, a third-generation, family-owned-and-operated organization, which has earned the trust and confidence of families across New England since 1952.

###