



Active Aging Week Fact Sheet

Choose an Active Life

Goal:	Active Aging Week promotes the benefits of a healthy lifestyle on a national scale by giving older adults the opportunity to experience activities and exercise in a safe, friendly and fun atmosphere.
When:	Monday, September 21 through Sunday, September 27, 2009 Active Aging Week is held each year during the last full week of September.
Organizer:	Active Aging Week is the annual health promotion event organized by International Council on Active Aging, an association that supports professionals who develop wellness and fitness facilities and services for adults over 50. Events are delivered by ICAA's members and colleagues.
Where:	Host sites—including local seniors organizations, retirement communities, seniors centers, health clubs, parks, recreation centers and age-restricted apartment/condominium complexes—sponsor activities at their locations, in parks and malls and at community locations such as churches and social clubs.
What:	Free activities, including group walks (both strolls and faster paced), group-exercise classes, health lectures, health fairs, nutrition classes, art and craft classes, concerts, dances, demonstrations and previews of upcoming activities, such as fall management programs.
Highlights:	<ul style="list-style-type: none">• Free to the older adult.• Emphasize fun and education.• A single event or multiple activities during the week.• A chance to build a sense of community and camaraderie, which are keys to motivating older adults to start and stay active.
Active aging:	Individuals who live life as fully as possible within the six dimensions of wellness (physical, spiritual, cognitive/intellectual, social, emotional, professional/vocational) embrace the active-aging lifestyle.
Contact:	International Council on Active Aging www.icaa.cc 1-866-335-9777 or 1-604-734-4466