



SilverSneakers' new cardio workout

SilverSneakers class debuts

Healthways SilverSneakers has introduced a new group exercise class. Designed for active adults who want a low-impact cardio workout, Cardio Fit offers movements aimed at promoting heart-healthy, total-body conditioning to increase cardio and muscular endurance. Handheld weights or elastic tubing are used for strength training, while the SilverSneakers chair offers stability or support options for abdominal conditioning, stretching and relaxation exercises from the floor. Instructor training includes a DVD, choreography to promote continuous low-impact aerobic activity, movement transitions and risk management recommendations for safe standing and floor-work exercise. For information, call 800-295-4993 or see www.silversneakers.com.

Cybox appoints Norman as golf 'ambassador,' equips Manhattan hotels

Cybox International, Inc., has appointed PGA Tour champion Greg Norman as a spokesperson for its products and as an "official ambassador" for the CYBEX Golf Fitness platform. Norman, 54, will participate in strategic marketing initiatives, help design products, and appear on behalf of Cybox at the Golf Industry Show in San Diego, California.

In other news, New York's Ace Hotel and The Strand Hotel recently installed

CYBEX cardio and strength-training equipment, including the Arc elliptical trainer. The Strand's installation also included the Bravo functional trainer. For product details, call 774-324-8000 or visit www.cybexintl.com.

LEAF offers new brain-fitness offerings

LEAF, a private foundation, has developed seven new brain-fitness workshop courses. These courses are available for purchase by businesses, retirement communities, seniors centers, and other organizations that want to assist clients or staff in staying mentally sharp as they age. According to LEAF, these offerings are "highly informative, and appropriate for a general audience." Each course lasts 90 minutes, and is designed to be delivered by an organization's existing staff, with teacher scripts and participant exercises. LEAF staff are also available for on-site training. To learn more, call 866-937-0999 (Lynn) or email info@leafld.org.



Iron Grip's eWeight Planner

Iron Grip upgrades online facility planner

Iron Grip Barbell Company has announced that the newly updated eWeight Planner facility planning software includes current free weight and plate-loaded lines from 13 commercial fitness equipment manufacturers. This free online tool helps customers plan the amount of weight plates, bars, dumbbells and barbells for their facilities.

Customers select the make, model and quantity of free weight pieces they plan to purchase, or already have installed, and the software calculates the correct quantity of weight plates for each machine then generates a final grand-total report. The eWeight Planner is available at www.eweightplanner.com.

Masterpiece Living updates memory program

Masterpiece Living has unveiled its updated Neurobics by Masterpiece course. This six-week, interactive memory enhancement course is designed to raise awareness about memory and aging, reveal key memory strategies, outline the connection between challenging the mind and aging successfully, and improve confidence related to memory. According to Masterpiece Living, the program is shown to significantly increase participants' confidence in their abilities to enhance brain health and memory, while significantly decreasing the amount that memory problems limit social activities. Ninety-four percent of participants rated their memory after Neurobics as above average or excellent. For Masterpiece Living information, go to www.mymasterpieceliving.com.

Peak Pilates licenses portable exercise system

Peak Pilates has entered into an exclusive licensing agreement with Preventive Health Technologies for the Pilatesstick, a professional-grade, portable exercise system designed to build core strength and improve balance and stability while challenging the extremities in movement. Developed by exercise physiologist Charles Blount, the Pilatesstick allows participants to do many of the exercises usually reserved for the traditional pilates tower and reformer. The product—which can be attached to a door, ballet barre or wall mount—comes with an instructional DVD, exercise wall chart, mat, and more. Visit www.peakpilates.com or call 800-925-3674 to learn more.

Preferred Vendors



Taking a brain break at an annual retreat, the Asbury Communities Wellness Networking Team learns the East Coast Swing

Sodexo's HealthAbility program leaders join Asbury wellness retreat

In November, Asbury Communities wellness directors gathered in Gaithersburg, Maryland, for their annual strategy and planning retreat. Also present were Sodexo Senior Services' HealthAbility leaders. HealthAbility, Sodexo's wellness program for residents and employees of retirement communities, has joined forces with Asbury to help these communities reach their goals. In Gaithersburg, in partnership with HealthAbility leaders, the Asbury Wellness Networking Team focused on two tactical priorities: taking their established culture of wellness to new heights and building evidence around the business case for cultivating "well-beings"—residents and associates. Call 800-969-7696 to learn about HealthAbility, or go to www.healthabilitywellness.com.

Life Fitness launches strength-training line

Life Fitness recently revealed the Optima series, a strength-training solution "designed with simplicity in mind." Offering both single and multiexercise machines as well as benches and racks, the space-saving series features low-profile towers with full shrouds to create a more open workout environment. Easy-to-use adjustments and movements

enable exercisers to intuitively use these machines, allowing them to do self-guided workouts. Of special benefit to new users, all pieces in the line feature pictorial placards with color-coordinated adjustments to facilitate setup. For further details, call Chad Cochran at 614-571-9305, email chad.cochran@lifefitness.com, or go to <http://us.commercial.lifefitness.com>.

Motus USA extends cardio 'clunkers' program

The Cash for Cardio Clunkers Program met with such a huge response rate, according to Motus USA, that the company has extended it into the first quarter of 2010. Motus recognizes the "delicate balance" that organizations often face between retention and boosting their bottom line. To encourage and assist facilities with affordable new equipment purchases, the company launched Cash for Cardio Clunkers. The program leverages Motus's industry relationships to help ensure it can assess the highest trade-in value on equipment and pass that savings on to customers. Call 866-668-8766 or email sales@motususa.com to find out more.

MFA honors NuStep

The Medical Fitness Association (MFA) recently recognized NuStep, Inc., for its contributions to the medical fitness industry with the 2009 MFA Board of Directors Award. Steve Sarns, NuStep's vice president of sales and marketing, accepted the award at a ceremony during MFA's conference in December. "NuStep's mission is closely aligned to MFA's in our commitment to serve healthcare professionals and support medical fitness programs that promote a healthier lifestyle," said Sarns. "We are honored by their recognition and are committed to continuing our partnership with the MFA in the coming years." For NuStep product information, visit www.nustep.com or call 800-322-2209.



Thera-Band Activity Recovery kits

Performance Health/Hygenic unveils Thera-Band products

New from Performance Health/Hygenic Corporation, Thera-Band Active Recovery Rehab and Pain Relief kits contain Thera-Band products that rehab patients use to perform exercises, along with Biofreeze pain reliever. These kits are packaged for resale. The company has also introduced new and improved latex-free professional resistance bands, engineered to match the resistance of its latex bands. The latex-free bands are available in established Thera-Band colors and resistances, including yellow (thin), red (medium), green (heavy), blue (extra heavy) and black (special heavy). Each is available in a 25-yard roll dispenser pack with safety precautions. To learn more, check out www.thera-band.com.

IHP expands capabilities to include Garmin devices

Interactive Health Partner (IHP), developed by PCE Health and Fitness, has expanded its fitness tracking capabilities by integrating with Garmin fitness devices. Users can plug in their Garmin Forerunner devices and upload workout data into personal online health and fitness accounts. They can also upload data automatically saved by LifeSpan fitness equipment and enter results from other fitness activities such as group exercise classes. These IHP capabilities enable organizations to track the physical activity of residents/members in a central online location, and to analyze the effectiveness of efforts over time. See www.interactivehealthpartner.com for information. ☺