

Vi Gura, LifeBio.com's Outstanding Volunteer

LifeBio.com reveals recipient of new award

Vi Gura, 97, has won the first-ever LifeBio.com Outstanding Volunteer Award for teaching LifeBio 101 autobiography classes. Gura, who lives in Sun City Center, Florida, began teaching these classes at age 94. She has inspired more than 70 residents from Sun Towers and Sun City Center to record their life stories with the LifeBio do-it-yourself autobiography template and interactive discussions. "I'm a volunteer, but the biggest pay I get is when people come to me and show me their finished books," comments the former schoolteacher. For LifeBio information, view www.lifebio.com/communities.

Iron Grip joins Gold's Gym vendor program

Iron Grip Barbell Company recently joined the Gold's Gym National Vendor Program (NVP). Through this program, Iron Grip is a recommended supplier of free weights to Gold's Gym locations worldwide. The equipment company has enjoyed "very positive" relationships with Gold's Gym franchise groups and corporate gyms, states Donna McCallum, Iron Grip's vice president of sales. "We hope that by joining the NVP program, we will further cement our relations with these clubs, and also have the opportunity to reach many more Gold's Gyms." Product details are available at www.irongrip.com.

CogniFit updates programs

CogniFit, Inc., recently announced the latest versions of CogniFit Personal

Coach and CogniFit Senior Driver, online software aimed at improving cognition and driver safety for older adults. Both programs begin with baseline assessment of users' skills. The CogniFit Personal Coach brain fitness software automatically adjusts the focus and difficulty of exercises to meet the specific needs of the individual. CogniFit Senior Driver applies the personalized brain training from CogniFit to improving and maintaining driving skills as people age. For information on brain fitness, brain fitness software, and CogniFit products, go to www.cognifit.com.

Hip Hop makes drinks line available in new format

Hip Hop Beverage Corporation now manufactures Pit Bull Sugar Free Energy Products in the "bag-in-a-box," a format suitable for dispensing in fountain drink machines. Approved for use by people with diabetes, drinks in this product line contain no calories, carbohydrates, fat or sugar. They also have no aspartame or unpleasant aftertaste. The refreshing ginger ale lemon-lime flavored beverages contain vitamins, ginseng extract and numerous other ingredients to enhance a health-conscious, active lifestyle. To learn more, contact Hip Hop at 800-686-3697. Or order online at www.pitbullenergyproducts.com.

Masterpiece Living releases analysis results

A Masterpiece Living database analysis shows that social well-being of older adults in retirement communities improves with age. The analysis compared baseline measurements of social connectivity to annual reassessments from 2001 to the present. Residents made statistically significant improvements from baseline to the end of the first year, with gradual improvements in subsequent years. Age stratification revealed gradual improvements on social connectivity over time. Social connectivity was measured based on several things: frequency of participation in social activities, volun-

teerism, offering informal help to others, and giving/receiving social support. See www.mymasterpieceliving.com for information about Masterpiece Living.



A client uses the Biodex Gait Trainer

Biodex launches older-adult rehabilitation program

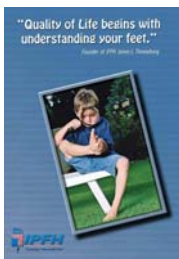
New from Biodex Medical Systems, the Biodex Balance and Mobility Program combines products and protocols to enhance both care and referrals for skilled nursing facilities. The program features the Biodex Balance System SD, which provides basic falls-risk screening and conditioning. It also includes the BioStep semi-recumbent elliptical for strengthening and cardiovascular conditioning, and the Gait Trainer and Unweighing System, which retrain or reinforce ambulation skills. Biodex provides marketing support materials, including sample brochures, posters, advertisements, press releases and physician education materials. For more details, visit www.biodex.com/seniorrehab, or call 800-224-6339.

NIMS points to results of study using Exer-Rest

Presented at the 2009 European Society of Cardiology Congress in September, a small controlled study suggests that non-invasive whole body periodic acceleration [WBPA] using Exer-Rest technology benefited patients with advanced coronary artery disease, chronic effort angina, and reduced cardiac function. According to NIMS, maker of the circulation aid Exer-Rest, applying WBPA was associated with improved exercise time during stress testing, improved cardiac function, dimin-

Preferred Vendors

ished heart volumes, and reduced areas of inadequate blood flow to the heart wall and after stress. Further information is available in the press release at www.nims-inc.com.



IPFH's new foot care DVD

IPFH offers free video on foot health

The Institute for Preventive Foot Health (IPFH) is raising awareness about the need for preventive foot care, the effects of foot health on quality of life, and solutions such as foot protection and soft tissue management. During Active Aging Week, IPFH released a video "in recognition of the fact that foot health is such a key component to remaining active as we age," says Executive Director Robert Thompson. The video includes information about "why good feet go bad" and foot care recommendations. To request a copy, call IPFH at 877-777-4734.

NuStep product shown on television program

NuStep's T5^{XR} recumbent cross-trainer was featured on Lifetime Television's "The Balancing Act" on October 15, 2009. The segment "Fitness with Arthritis: Transforming Your Life" discusses why exercise is beneficial in managing arthritis, and features a T5^{XR} demonstration. The recumbent trainer has earned the Arthritis Foundation's Ease-of-Use commendation for its accessibility, low-impact workout and other arthritis-friendly features. Appearing on the program were Steve Sarns, NuStep's vice president of sales and marketing, and Kristin Coleman, director of personal training and fitness at The Villages retirement

community in Florida. For NuStep product details, refer to www.nustep.com, or call 800-322-2209.

Sodexo announces partnership

To market the HealthAbility program, Sodexo has partnered with Varsity, a Harrisburg, Pennsylvania, firm that specializes in reaching out to the 55-plus age group. "[HealthAbility] is designed specifically for retirement communities, which is why we chose to partner with an agency that has a wealth of knowledge on services targeted toward the mature market," says Deborah Hecker, Sodexo's vice president of strategic planning and chair of the Sodexo Wellness Council. The team will embark on a research effort to guide marketing of the program, which focuses on eight wellness dimensions. View www.sodexo.com to learn about HealthAbility.



Inclusive Line leg curl machine, from Technogym

Technogym launches inclusive strength line

Technogym's new Inclusive Line is an eight-piece strength line designed to meet the accessibility standards of the Inclusive Fitness Initiative's Stage 2 standards. The line shares the same comfort and intuitive use features as Technogym's standard strength lines, and includes modified versions of Element+ selectorized equipment and Selection cable machines. Features include tactile weight stack and adjustment markings, a weight pin selector, a push-release adjustment system for single-

hand adjustments, swing away seats and independent arm action on upper-body equipment, dual-sided seat adjustments on lower-body equipment, and large visual-only placards. For product details, go to www.technogymusa.com. Or call 800-804-0952.

Thera-Band holds 11th annual research meeting

Thirteen international researchers presented 17 research projects at the Thera-Band Research Advisory Committee (TRAC) meeting in Cancun, Mexico, this summer. These researchers included occupational and physical therapists, chiropractors, physicians and university professors. Findings ranged from the effectiveness of pain relief methods to a novel exercise treatment for tennis elbow to the measurable impact of exercise. "Our TRAC research helps support evidence-based practice, which improves clinical decision-making with our products," explains Phil Page, PT, ATC, director of education and research for Performance Health/Hygenic Corporation, maker of Thera-Band and Biofreeze products. Study abstracts are available on the Thera-Band Academy website at <http://info.thera-bandacademy.com/TRAC2009>.

Life Fitness reboots virtual training site

Life Fitness has unveiled a new and improved Virtual Trainer website. The site now offers a more intuitive experience for users, encouraging exercise progression and providing motivation. For exercisers who may be intimidated by spending time on equipment navigating through workout options, Virtual Trainer allows workouts to be planned and customized in advance, so users simply get on any Life Fitness Elevation Series product and go. Exercisers can also track their progress on the site. Virtual Trainer registration and access is free for facilities, trainers and exercisers. Visit www.virtualtrainer.lifefitness.com for details. ☞