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FOR IMMEDIATE RELEASE

**Geri-Fit Company to Join the Nation's Observance of
Fall Prevention Week September 22, 2013**

Free Geri-Fit® Strength Training Exercise Classes will be offered all week

California is one of 47 states and the national Falls Free® Initiative that are declaring a statewide **Falls Prevention Awareness Day** on the first day of fall, September 22, 2013.

This year's theme, *Preventing Falls—One Step at a Time*, seeks to unite professionals, older adults, caregivers, and family members to play a part in raising awareness and preventing falls in the older adult population.

In an effort to increase awareness of strength training and the vital role it plays in keeping older Americans strong and independent, the Geri-Fit Company is offering a free week of exercise classes at the following Riverside County locations:

Hemet at Valley-Wide Simpson Senior Center: Wednesday and/or Friday, 8:45-9:30 am at Simpson Senior Center, 305 E. Devonshire Rd.

Murrieta at Valley-Wide Rancho Bella Vista Community Center: Monday and/or Wednesday, 1:30-2:15 pm at the Rancho Bella Vista Community Center, 31757 Browning Rd. (off Pourroy)

Menifee at the Kay Cenicerros Senior Center: Tuesday and/or Thursday, 3:00-3:45 pm at Kay Cenicerros Senior Center, 29995 Evans Rd.

and the following locations in Orange County:

The City of Tustin Parks and Recreation Department: Tuesday and/or Thursday, 1:15-2:00 pm at the Tustin Library, 345 East Main Street.

The City of Laguna Niguel: Monday and/or Wednesday, 1:45-2:30 pm at the Sea Country Senior Center, 24602 Aliso Creek.

The City of Placentia Parks and Recreation Department: Monday and/or Wednesday, 2:00-2:45 pm at the Aguirre Building, 505 E. Jefferson St.

The free week of classes is available to anyone that has never tried the Geri-Fit® exercise program before. No advance registration is needed. Simply show up and bring a set of 2-pound dumbbell weights, a stretch band or towel, and water to drink during the workout. Please arrive 15 minutes early to fill out a participation waiver.

Geri-Fit® is a 45-minute evidence based strength training exercise program for older adults. There's no dancing, choreography or floor work and most of the exercises are performed seated in chairs. The program helps to rebuild strength, increase bone density, improve balance and functional capacity, lessen arthritic conditions, and increase range of motion.

Studies show that a combination of interventions can significantly reduce falls among older adults. Experts recommend:

- A physical activity regimen with balance, strength training, and flexibility components.
- Consulting with a health professional about getting a fall risk assessment.
- Having medications reviewed periodically.
- Getting eyes checked annually.
- Making sure the home environment is safe and supportive.
- New research also suggests hearing loss should be routinely assessed

At senior centers and other community-based organizations across the United States, programs like **Geri-Fit®** help older adults gain the strength and improve their balance and confidence to help them live healthier lives and preserve their independence.

The state of California is part of the national Falls Free® Initiative, which includes more than 40 states and 70 national organizations, professional associations, and federal agencies across the country dedicated to reducing fall-related injuries and deaths among older adults.

For more information, please visit www.ncoa.org/FPAD. For more information about the Geri-Fit® exercise program, call 1-888-GERI-FIT (437-4348) or visit their website at gerifit.com.

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About the Falls Free® Initiative

Led by the National Council on Aging, the Falls Free® Initiative includes more than 40 states and 70 national organizations, professional associations, and federal agencies working collaboratively to bring education, awareness, and evidence-based solutions to local communities. Falls Free® seeks to provide hundreds of thousands of older Americans with the resources and education needed to reduce their risk of injury. For more information, please visit: www.ncoa.org/FallsFreeInitiative.

About NCOA

The National Council on Aging is a nonprofit service and advocacy organization headquartered in Washington, DC. NCOA is a national voice for millions of older adults—especially those who are vulnerable and disadvantaged—and the community organizations that serve them. It brings together nonprofit organizations, businesses, and government to develop creative solutions that improve the lives of all older adults. NCOA works with thousands of organizations across the country to help seniors find jobs and benefits, improve their health, live independently, and remain active in their communities. For more information, please visit: www.ncoa.org | www.facebook.com/NCOAging | www.twitter.com/NCOAging