



**FOR IMMEDIATE RELEASE**

## **Lamar Community College Fitness Center Offers Award-Winning Program for Older Adults**

**Lamar, CO—July 1, 2008**—Lamar Community College Fitness Center is recognizing the unique needs of the older adults in the community. By partnering with the nationally recognized Healthways SilverSneakers Fitness Program, Lamar Community College is able to offer older adults a way to increase their levels of physical activity while motivating them to remain active. SilverSneakers is the nation's leading exercise program designed exclusively for older adults and is available at no additional cost beyond the monthly premium to millions of eligible Medicare members.

“Research continues to point to the significant health benefits of regular exercise for older adults,” says Vanessa Newman, Healthways SilverSneakers Account Manager. “In addition to helping members stay physically healthy, SilverSneakers also offers a great way for them to socialize, meet new friends and have fun.”

Designed exclusively for Medicare-eligible individuals, SilverSneakers offers physical activity, health education, and social events. With the SilverSneakers premier network, members will receive a **complimentary membership with access to a variety of participating locations** throughout the country. Like LCC, many sites offer amenities such as fitness equipment, treadmills and free weights, and the signature SilverSneakers Fitness Program classes, designed specifically for older adults and taught by certified instructors. Additional signature classes, such as YogaStretch, SilverSplash<sup>®</sup>, CardioFit and WeightCircuit, may be available at select locations. A designated staff member will help you along the way.

For more information regarding the SilverSneakers Fitness Program visit [www.silversneakers.com](http://www.silversneakers.com) or call 800.295.4993. For details on the program at Lamar Community College, contact Senior Advisor Heather Tiftt at [heather.tiftt@lamarcc.edu](mailto:heather.tiftt@lamarcc.edu).

## **About Healthways**

Healthways, Inc. is the leading provider of specialized, comprehensive Health and Care Support<sup>SM</sup> solutions to help millions of people maintain or improve their health and, as a result, reduce overall healthcare costs. Healthways' solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression of disease associated with family or lifestyle risk factors and promote the best possible health for those already affected by disease. Our proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system. For more information, please visit [www.healthways.com](http://www.healthways.com). For more information on SilverSneakers, call 480.783.9555 or visit [www.silversneakers.com](http://www.silversneakers.com)

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