

Go4Life® Campaign Hits Hamilton

New public-private effort focuses on fitness and wellness for older adults

*Celebrate Active Aging
6 Qualities for Aging Well*

October 16th 10:30-2:30

The Hamilton Council on Aging in conjunction with Essex Park Rehabilitation and Nursing Center in Beverly, Boston Center for Physical Therapy and Sports Medicine in Hamilton, and The Hamilton Fire and Police Departments are presenting a Wellness Event on Friday October 16th from 10:30 am – 2:30 pm.

The partners announced today that they are partnering with the National Institute on Aging (NIA) at the National Institutes of Health on the **Go4Life** campaign, a new national exercise and physical activity campaign for people age 50+. The goal of **Go4Life** is to enlist sedentary older adults – today only 25 percent of people aged 65-74 say they engage in regular physical activity – to reap the health benefits of exercise by making it a part of their everyday lives.

“We are very excited about the **Go4Life** campaign and proud to join with the NIA,” said Mary Beth Lawton, Hamilton Council on Aging Director. “Together with the range of private and public organizations involved in this effort, we can bring this important message and outstanding **Go4Life** resources to the communities that we serve.”

This is a progressive and interactive event. **Go4Life®**, an exercise and physical activity campaign from the National Institute of Health on Aging, is designed to help you fit exercise and physical activity into your daily life. *But that's not all!* Let our partners show you how the six qualities of aging; staying safe, socializing, being intellectually and emotionally stimulated, and increasing your personal enrichment through work or volunteering can help you to be the best you!

Special guest Alice Bonner, Secretary of the Executive Office of Elder Affairs, Senator Bruce Tarr, Representative Brad Hill, other activities, vendors, K-9 demonstration, dancing demonstration, coloring contest, food, prizes and much more!!

Free Lunch to the first 100 people who sign up! This is FREE but is by reservation only. Call Mary Beth at 978-468-5595 for ticket information. Stop by the Senior Center any time before the event starts or the morning before for your agenda.

More information about **Go4Life** is available at www.nia.nih.gov/Go4Life.

Essex Park Rehabilitation and Nursing Center, located at 265 Essex St., Beverly, is a 190-bed, Joint Commission accredited, skilled nursing center. We offer both short term rehabilitation and long term care. Our progressive post-acute care facility delivers professional quality skilled nursing care and rehabilitative services. Essex Park Rehabilitation and Nursing Center is a HealthBridge Management Company. Residents of Essex Park benefit from a nationwide network of resources comprised of leading clinical and operations professionals with extensive experience in Post Acute Rehabilitation and Long Term living services. HealthBridge works to maintain the highest standards of care and service for residents, families and our valued employees. Backed by our collective decades of experience in health care services, our mission is to continue to define excellence in the nursing and rehabilitation industry.

The NIA leads the federal government effort conducting and supporting research on aging and the health and well-being of older people. The Institute's broad scientific program seeks to understand the nature of aging and to extend the healthy, active years of life. For more information on research, aging, and health, go to www.nia.nih.gov.

About the National Institutes of Health (NIH): NIH, the nation's medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit www.nih.gov.

Go4Life is a registered trademark of the U.S. Department of Health and Human Services.