

FOR IMMEDIATE RELEASE

ICAA announces dates and key messages for Active Aging Week 2008

Events in the last week of September will promote the value of an active lifestyle for older adults

[Vancouver, June 17, 2008] Now in its sixth year, Active Aging Week is the annual health promotion event organized by the International Council on Active Aging (ICAA) to introduce older adults to a healthy and active lifestyle. Across the United States and Canada, older adults will visit parks, rec centers, retirement communities, churches and malls to enjoy free, fun activities.

Dates: September 22 - 28, 2008

Key messages: The key messages for ICAA's Active Aging Week 2008 translate the results of research on successful aging into simple concepts:

- Choose an active life to stay mentally and physically healthy as you age.
- Choose to be physically active for 30 minutes, five or more days a week. It takes only 10 minutes at a time to feel better and have more energy.
- Choose to exercise your mind through reading, hobbies, games and classes. You can stay alert and keep your mind sharp by being mentally active.
- Choose to be active with your friends, family, colleagues and neighbors. Staying connected to the people around you supports mental and physical health.

"Active aging means staying engaged in living as fully as possible," explains Colin Milner, CEO of International Council on Active Aging. "We all can do so, but most of us need encouragement. Stereotypes of the 'poor senior' still exist, and people don't always connect their lifestyles to their health. That's why we launched Active Aging Week, to empower over 7,500 professionals in our network to promote the many options for healthy and active lifestyles."

"The Active Aging Week messages will be used by professionals to educate and encourage older adults," said Milner. "Last year older adults and their families and

neighbors chose from a variety of movement classes, dances and concerts, health lectures, brain games and an enormous number of walks, hikes and strolls."

ICAA expects even more events to be offered in 2008. The association provides professionals with a library of planning guides and promotional resources to prepare for the event, along with publicity for organizations that are hosting events. Professional resources are available for free as a service to the active-aging community on the ICAA website in the "Networking and education" section (<http://www.icaa.cc/aaw.htm>).

###