



April 27, 2015

Hello:

Most of us know regular aerobic activity is vital for keeping our hearts healthy as the years pass. However, it doesn't address another crucial issue that has major impact on older adults. Called sarcopenia, it's the muscle loss that accelerates in later years and is a primary factor in falling. Falls happen to half of people over 80 every year and they are the leading cause of fatal and severe injuries among seniors. Many who survive never fully recover from the damage and can no longer live as independently as they did before.

Fortunately, sarcopenia can be prevented and even reversed by adding resistance training to your exercise routine. By working your muscles against gravity and weight, you build leg, arm and core strength. To help people 65 and over get started, Brookdale is conducting the "Senior and Stronger" initiative throughout May. Teams from our communities nationwide are visiting seniors in their homes to explain the importance of resistance training and provide the tools and information they need to begin.

That resistance training can help prevent falls is reason enough to start. But this kind of exercise also brings a range of other benefits, such as reducing osteoarthritis pain, improving bone density, sleep and brain health. And when your muscles are stronger, it's easier to walk longer distances, carry objects, rise easily from a chair or bed – all activities that help seniors sustain as much independence as possible.

If you, a family member or a friend would like a "Senior and Stronger" visit, please contact the Brookdale community nearest you or call 888-305-4854. You are also invited to participate in free live webinar that will demonstrate resistance training basics at 3:30 p.m. ET / 2:30 p.m. CT / 12:30 p.m. PT, Wednesday, May 27 on brookdale.com.

As the nation's largest senior living provider, our mission is to help the aging achieve their optimum levels physically, socially and spiritually every day. We wish you the very best as you become Senior and Stronger!

Dr. Kevin O'Neil, M.D., F.A.C.P.
Chief Medical Officer
Brookdale