



National Recreation and Park Association

FOR IMMEDIATE RELEASE

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NRPA Joins National *Go4Life*® Campaign

New public-private initiative encourages exercise, physical activity for older adults

ASHBURN, VA – Oct. 19, 2011 – The National Recreation and Park Association (NRPA) announced today that it is joining the National Institute on Aging (NIA) at NIH in ***Go4Life***, a new national exercise and physical activity campaign for people age 50+. The goal of ***Go4Life*** is to provide resources to older adults that they can use to incorporate exercise and physical activity into their everyday lives. This federal campaign is based on research showing that exercise and physical activity can help people stay healthy and independent, and prevent some of the chronic conditions associated with aging.

“One of the best and easiest ways to get active is to take advantage of the many fantastic parks and public recreational opportunities that local communities have to offer,” says Barbara Tulipane, CEO of NRPA. “Our parks are major contributors to the health of our nation and can be especially vital for those 50+. We are very excited about the ***Go4Life*** campaign and are proud to join the NIA in this effort to bring this important message and resources to the communities we serve.”

“You’re never too old to exercise,” says Richard J. Hodes, M.D., director of the NIA. “***Go4Life*** is based on a number of studies demonstrating the benefits of exercise and physical activity for older people, including those with chronic health conditions. This new campaign reaches out to older people who traditionally have not embraced exercise and shows them how to start exercising safely and keep going.”

The center of ***Go4Life*** is an interactive website—www.nia.nih.gov/Go4Life—which provides information for individuals, families and friends, organizations, and health care professionals. It features exercises, success stories, and free materials to motivate the growing numbers of older people to start exercising, and keep exercising to improve their health and achieve a better quality of life.

Participating organizations will incorporate ***Go4Life*** into their own health and wellness activities, disseminating campaign web links and materials to their members, employees, or customers. Many partners also will directly sponsor events or activities aimed at engaging older adults in exercise and physical activity at the community level as the campaign moves forward.

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

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance the quality of life for all people. Through its network of 20,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources. For more information, visit www.nrpa.org. For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit www.parksandrec-magazine.org

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.

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