

Over 50? Of Course You've Still Got It, and the Y and Pfizer are Launching 50 MOVING FORWARD to Help You Keep It

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50 MOVING FORWARD concentrates on health, prevention, fitness and fun to foster healthy aging among the Y's fastest growing age group

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(BUSINESS WIRE)--Forget "50 is the new 40" or even "the new 30," age 50 is about moving forward. That's why YMCA of the USA (Y-USA) and Pfizer Inc launched 50 MOVING FORWARD, a healthy living plan designed to motivate adults 50 years and older with fresh ideas about behaviors that experts say are crucial to healthy aging: physical activity; preventive measures like screenings and vaccinations; healthy eating; and social interaction.

Those who want practical information, tips and activities that will help them build a healthier future can enroll online starting today through the next six months at YMCA.net/50MovingForward or in-person at a participating YMCA.

"People 50 years and older are the fastest growing age group of the Y, and 50 MOVING FORWARD's action plan, focused on health, fitness, preventive measures and fun, takes into account their busy lives so they can celebrate milestones at their own pace," says Jim Kauffman, national director for health and well-being for Y-USA. "Bringing 50 MOVING FORWARD to adults over 50 across the country represents a new way for the Y to connect with older adults as we continue our mission of creating an environment that promotes the health and well-being of the communities we serve."

50 MOVING FORWARD: A Wide-Ranging Approach for a Growing, Aging Population

Adults 50 years and older currently make up more than 30 percent of the US population, and by 2015, are expected to represent 45 percent of Americans. The Centers for Disease Control and Prevention (CDC) suggests that adults 50 and older have a 70 percent chance of developing at least one chronic disease. That's why the Y, one of the nation's leading nonprofits dedicated to improving the nation's health, teamed up with Pfizer, with its health care expertise, to develop 50 MOVING FORWARD. Together, they are working with older adults to help them address their health and well-being.

"It's important for people to eat well and be active, and they should also talk with their health care provider about getting regular health screenings and keeping vaccinations current," says Dr. Freda Lewis-Hall, chief medical officer at Pfizer. "Every year hundreds of thousands of American adults are hospitalized from diseases

such as influenza, shingles and pneumococcus, that could have been prevented by vaccination. By offering education on prevention along with fun activities, 50 MOVING FORWARD can help adults to embrace a healthier lifestyle.”

50 MOVING FORWARD goes beyond the basic tenets of healthy eating and physical activity and highlights the importance of helping prevent health problems before they arise through screenings and vaccinations, as well as the health benefits of staying socially active and connected. One of the most beneficial things people can do is to take steps to prevent illness. Even those who already practice healthy habits should be aware of things that may affect their health because as people age, their immune systems naturally begin to weaken.

50 MOVING FORWARD: Journey to a Healthier Future

Whether those 50 years and older are just getting started or are already practicing healthy habits, 50 MOVING FORWARD will help adults overcome common barriers to making healthy lifestyle choices. Participants can enroll:

- online at YMCA.net/50MovingForward, where they can opt-in to receive e-mails providing information, tips, patient/health care provider discussion guides and activities that can be incorporated into their lives anywhere, anytime
- in person at a participating YMCA, where they can join in wellness events and classes designed for adults 50 years and older

50 MOVING FORWARD will be offered at 25 YMCA associations across the country, and both YMCA members and nonmembers are invited to join. To find a participating Y, visit YMCA.net/50MovingForward.

About the Y

The Y is one of the nation’s leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation’s health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

Pfizer and Healthy Aging

Pfizer works to encourage action for healthy aging through multiple programs. To learn more, please visit www.getold.com.

Pfizer Inc: Working together for a healthier world™

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