

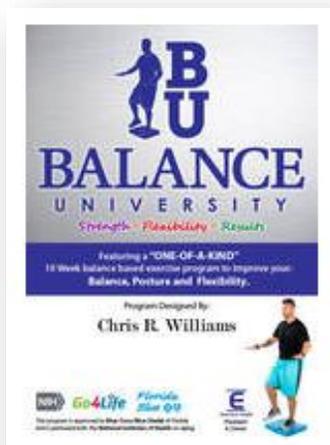


PRESS RELEASE

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Balance University – The first book of its kind to help seniors improve balance, posture, and flexibility as they eliminate the fear of falling.

Balance University is the first book of its kind for adults who want to take their life back after a fall or surgery and rebuild the confidence needed to live independently without the fear of

falling. It is a 10-week program that focuses on improving balance, posture, flexibility and joint strength.

Unintended falls can be avoided with strong legs and balance. Balance is improved by strengthening your legs and core as you learn simple exercises that can be done at home. This book will guide you step-by-step and teach you how to gain strength and stability with practice. As you improve your posture and balance, you will feel stronger and more confident.

The exercises in ***Balance University*** are taught in a specific order to ensure steady and consistent results. These simple exercises help seniors improve their range of motion, build endurance and muscular strength, increase flexibility, and improve posture as they learn to walk tall with a feeling of pride and accomplishment.

Two other important benefits include the elimination of back pain due to improved posture, as well as the elimination of the fear of falling due to newly found confidence in balance.

Chris Williams, author of ***Balance University*** is president of *Emeritus Health, LLC* and has been a personal trainer for over 20 years. He is certified through the National Academy of Sports Medicine (NASM) in numerous fields and has worked with hundreds of clients with varying goals, including world ranked boxers, world champion ballroom dancers and individuals in all aspects of life.

His focus is placed on clients with balance and stability issues, as well as those as coming back from other challenges in their daily lives such as muscle atrophy due to sedentary lifestyles, patients recovering from surgeries, and patients dealing with Parkinson's Disease.

“Balance equals independence,” stated Chris. “Seniors are sometimes told that if they cannot walk or if they fall, they have to go into a Senior Home Facilities and Nursing Homes and give up their independence. This is a huge fear for many aging individuals. With daily practice people can learn to maintain their balance. It takes a conscious effort and practice must be done daily to succeed.

“Leg strength is a life indicator. The exercises in this book will help build lean muscle mass and strengthen legs for proper posture and movement enabling the client to enjoy a healthy, positive attitude as they get older,” he added. “America’s aging population must stay active and keep moving.”

“People need to get excited about the possibility of getting better. You must work at it every day. Stand up at every TV commercial and do a leg squat. And there are many other easy leg exercises that can be done. If they are willing to do the work, they will see improvement.”

“The number one reason for being admitted to a nursing home is a fall. Clients can learn how to prevent falls, improve balance and get their life back on track. I opened Emeritus Health to focus on ALL the health and fitness challenges that the aging population face in their daily lives. I work with many clients after surgeries and physical therapy to continue the progress that was being made. When they maintain the practice and feel the difference, the success they realize shows in their smile and entire attitude and body demeanor. Their success is my goal.”

Balance University can be found on the website: mybalanceuniversity.com and costs \$30.00.

Classes are also offered online through the FGCU Academy.

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