
PRESS RELEASE

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Rocking Chairs Are Being Shunned in Favor of Sneakers

Senior Travelers Can Keep in Shape Even While Away from Home

Today's seniors are not taking their accruing years sitting down. As the largest and fastest growing segment of our population, seniors are doing away with the image of sedentary people in rocking chairs. They are walking, bicycling, running, swimming, golfing, and skiing, along with a bevy of other activities, sports, and exercises. Seniors are also taking to the road, sky, and sea in record numbers as they find themselves with the free time and money to travel. Unfortunately, all of this traveling, exciting as it may be, often puts a crimp in usual activities.

On the road (or plane, or ship) it can be hard to keep up with fitness routines. Even if a gym or pool is available, it may not be convenient or safe. And many seniors adopt the philosophy "but I'm on vacation" and just forget exercise all together while traveling except for a stroll around a museum or a quick dip in the pool. Kari Eide (the author) had chosen to adopt this same philosophy for years when away from home.

Finally, as a self-proclaimed "exercise junkie," she refused to let her hard work go to pot when on a business trip or vacation so she started bringing a simple stretch band with her. Seeing how well this worked and how easy it was led Eide and her co-author Lissa Mueller, an A.C.E. Certified Personal trainer, Certified Aerobic Instructor and physical education teacher, to write **The Fit Traveler** (www.thefitnessboutique.com, \$17.95) which offers a full workout routine that will work for almost anyone, anywhere, anytime. The book even comes complete with a stretch band tucked into a pocket in the inside front cover!

However, since not all parts of this routine are appropriate for those over 50, Eide and Mueller decided to write **The Fit Traveler: Senior Edition**. For this book, the authors have taken the same routines and adapted them to better suit seniors. With Eide and Mueller's exercise program there is no need to worry about finding a gym or equipment. If there is room to stand, there is room for these exercises. The book is illustrated with 63 "how-to" photographs and brief easy-to-follow text. The entire routine—comprised of 21 recommended exercises—can be done in 30 minutes, so it doesn't take much time whether at home or away.

The book and stretch band fit easily into a purse, suitcase or glove compartment, and weigh only eight ounces so they can go nearly anywhere. Using the stretch band for resistance and a few common items (a chair or a door knob) it is easy to do the routine in a hotel room or cruise ship cabin, while visiting family or friends, vacationing in a condo, or even at home. "It's true," Eide says, "that some seniors are not as active as others." But for them she recommends this book as an opportunity to start a fitness routine. Taking the extra time while traveling is a

good way to see if this workout can fit in a daily schedule at home. Eide urges everyone to try it, “for the benefit of your mind and body.”

Whether an exercise veteran or novice, **The Fit Traveler: Senior Edition** (or **The Fit Traveler** original) is a great way to bring fitness on the road. “By following a regular exercise program, you will stay more active in all areas of your life and have fewer medical complications,” Eide points out. She hopes her books will help more people stay fit—or get fit—at home or on the road.

So get packing...and take this book with you!