Senior and STRONGER

Honoring Older Americans Month and National Fitness and Sports Month

Campaign starts May 1, 2015 and ends May 31, 2015
Hello, Brookdale Family,

May is Older Americans Month as well as National Physical Fitness and Sports Month. As part of Brookdale’s leadership on aging issues, we are conducting a public relations/marketing home visit initiative to educate senior men and women on the importance of strength training, provide tools to begin a strengthening program and invite them to take part in a “B-Fit” exercise class at their local Brookdale community. The campaign’s name is “Senior and Stronger,” and it begins May 1. This initiative follows the highly-successful February “Heart to Hearts” outreach, which yielded excellent lead-generation and relationship-building results for participating communities. With your involvement the impact of “Senior and Stronger” will be even greater.

While many seniors know the importance of aerobic exercise, far fewer realize that resistance and weight training to build strength are crucial for healthy aging. Strengthening muscles decreases the risk of falling, which is the leading cause of death and injuries among older adults. It also reduces osteoarthritis knee pain, increases bone density, helps control glucose for those with Type 2 diabetes and improves brain health. Even for seniors who have never exercised before, those unable to stand or walk and seniors with Alzheimer’s, strength training provides significant benefits.

This is where you come in. Within this toolkit you’ll find the resources you need to conduct five home visits from May 1 to 31 to senior men and women encouraging them to begin a strengthening program. The promotional materials ask the public and referral sources to recommend local seniors who could benefit from a visit. This information also explains how to conduct a “Senior and Stronger” home visit with details on assembling a strength training package, leave-behind informational material about the importance of strengthening and an invitation to come to your community — with a friend, if they’d like — to take part in a Brookdale “B-Fit” exercise class.

Brookdale’s Marketing Department has done most of the work to support your community. This toolkit outlines all the details of the promotion and contains community and shared market press releases, flyers and email blasts to help you promote this campaign. We’re sure seniors living at home in your area can benefit from your help.

Your Vice President of Sales, Marketing Strategists and DDSs/RDSMs will discuss the promotion in more detail with you. Let’s all put our outreach and marketing muscles to making “Senior and Stronger” a great success. Thank you for everything you do to make a positive impact on the lives of seniors.

There’s strength in numbers.

Love,
The Brookdale Marketing Team
Brookdale Listens, the Home Visit Approach: What to Take, Say and Do for “Senior and Stronger”

Identifying Who You’ll Visit:

• Identify hot leads from your lead bank where a home visit might help advance the move-in decision.

• Use the Friends For Life process to ask your current residents and families if they know someone who could benefit from a visit.

• Visit a current resident’s daughter/son, and ask if they also have a friend that could benefit from a visit.

• Respond to home visit recommendations that may result from your local community press release.

• See “How to Promote to Professional Referral Sources” on the next page of this toolkit.

What to Take/How to assemble the B-Fit Kit:

• Each community will receive a delivery of items to assemble five B-Fit Kits.

  o Each kit will include 10 one-pound weights, five TheraBands™ and five copies of the latest edition of the Optimum Life® magazine.

  o Estimated delivery date is during the week of April 20, 2015

  o Each box shipped will be marked with ATTENTION: Sales Manager.

  *Legacy ESC communities: This shipment is not to be confused with the B-Fit equipment shipment for community program roll-out sent to ATTN: Executive Director.

• Buy a gift bag, preferably in Brookdale branded colors.

• From BrandWorks, download, customize and print a copy of Brookdale’s Eight Exercises to B-Fit infographic (14 x 8.5 two-sided), flyer promoting the May 27 B-Fit webcast and the invitation to come to a B-Fit class at your community.
Gift Bag/Exercise Equipment

Campaign Cost:

The estimated cost is $6 for each gift per prospect. You are visiting five prospects over the four-week campaign, so your cost will be approximately $30 for the supplies. Shipping costs are $2.75 per package; however, freight will be an additional cost depending on location. Costs will be charged to Community BU#-070-600809.

What to Do and Say:

• To make the home visit even more effective and stimulating, discuss the importance strength training in older adults.
  o Please make sure you encourage them to consult their physician or other healthcare provider before beginning any exercise program.

• Chief Medical Officer Dr. Kevin O’Neil’s suggested these talking points:
  o While most people know regular aerobic exercise is important, many seniors don’t realize that building strength through resistance and weight training is crucial for health aging.
  o Muscle strength declines 3 percent a year after age 60.
Loss of muscle strength in seniors is called “sarcopenia.” It’s estimated that 53 percent of American men and 43 percent of American women over age 80 have sarcopenia.

Increasing strength is a primary way to reduce the risk of falling, which is the leading cause of fatal and non-fatal injuries in older people.

Strength training has been shown to:
- Reduce the risk of falls
- Reduce joint pain
- Increase bone density
- Improve sleep
- Boost brain health

It is never too late to start a strength-training program. One does not have to be in “perfect health” to take part in, and benefit from, strength building.

For seniors who are not able to stand or walk, the exercises can be done seated.

Invite the prospect to participate in a B-Fit demonstration webcast May 27, 2015 at 3:30 p.m. EST/2:30 p.m. CST/1:30 p.m. MST/12:30 p.m. PST. Let them know they can register for the webcast at brookdale.com and log in at home, or if they are not comfortable with computers, invite them to come to your community to participate. Invite your community’s residents to take part in the webcast as well.

There’s strength in numbers, so let’s make this the largest Brookdale B-Fit class ever.
How to Promote to Prospects for “Senior and Stronger”:

In honor of Older Americans Month, as well as National Physical Fitness and Sports Month, Brookdale communities will be delivering care packages containing strength training equipment and information about fitness for older adults in their surrounding local communities throughout the month of May.

Please use the “Senior and Stronger” toolkit materials to help you achieve your community’s individual goal of making five home visits to seniors and delivering care packages and information about fitness for older adults during the next four weeks. The campaign runs from May 1 to May 31, 2015.

Send out the appropriate press release template as soon as possible. The press release materials and flyers that you will distribute instruct the public how to schedule an in-home visit for local seniors who may benefit from information about fitness, as well as receiving some strength training equipment. People can nominate a senior by calling the community. You can also deliver care packages to seniors you are already aware of in your community’s lead bank. Please make sure that anyone answering the community phone is aware of this outreach campaign and knows what information you need to make the delivery.

Once you have a recipient’s contact information, just follow these simple steps to create a wonderful and memorable home visit.

• Contact the seniors, and set up a time to visit and deliver the materials and care package between May 1 and 31.

• Dress to impress.

• Be prepared to talk about your credentials, the informational materials in the toolkits about fitness and the items in your care package.

• Present them with the care package and the B-Fit infographic.

• Take photos of your recipient and your care package, if they are agreeable. We may like to share those with the media or on social media channels.

• Give them an invitation for them to come to your community for a free B-Fit class, and tell them to bring a friend.
How to Promote to Professional Referral Sources for “Senior and Stronger”:

In honor of Older Americans Month as well as National Physical Fitness and Sports Month, Brookdale communities will be delivering care packages containing strength training equipment and information about fitness for older adults in their surrounding local communities throughout the month of May. The campaign should also be used to drive increased referrals from professionals in the senior care industry over the four-week period. Referrals are one of the top converting lead sources.

Please use the “Senior and Stronger” toolkit materials to help you achieve your community’s individual goal of making five home visits to seniors and delivering care packages and information about fitness for older adults during the next four weeks. The campaign runs from May 1 to May 31, 2015.

- Identify your highest volume referral sources (Gold or Silver status in SMS) or those you have selected as Professional Target Organizations.

- Call to set up a time to visit them to offer one of their clients or patients a home visit to check on them and provide them information about exercise care package with strength training equipment. Suggested visit duration is 10 to 15 minutes.

- Communities within close proximity of each other should work with their district states leaders to determine assignments of professionals so communities do not plan multiple visits to the same professionals.

- Once your professional referral sources have provided you with referrals, follow the How to Promote to Prospects guide in this toolkit.
How to Code the Campaign in the Sales Management System (SMS):
Capture the success of this campaign by accurately coding new leads from the campaign and or tracking existing lead promotion. For new leads, add the primary lead source on the Lead Quick Add page as listed below. Don’t forget to add as much information as you can on this page and save. Then continue to the SMS lead profile, select the Inquiry Details tab (1st tab) and add the secondary source to track this campaign as listed below.

If you get a lead from the media or press release (no secondary source is needed):

**Primary Lead Source**
- Lead Source: Media/Public Relations Event
- Lead Source Detail: Newspaper
- Additional Detail: Senior and Stronger
  - Click the Select button to the right of this field
  - In the new window, click the SEARCH button to display Newspaper
  - Select the correct radio button to the left of the name and click CONTINUE at the bottom right

-OR-

If you get a lead from a friend or family member:

**Primary Lead Source**
- Lead Source: Referral Friend/Family
- Additional Detail: Name of Referrer
  - Click the Select button to the right of this filed
  - In the new window, enter name of referrer
  - Select the correct radio button to the left of the name and click CONTINUE at the bottom right
If you get a lead from a resident or resident’s family member:

**Primary Lead Source**
- **Lead Source**: Resident/Resident Family
- **Additional Detail**: Current Resident
  - Click the Select button to the right of this field
  - In the new window, click the SEARCH button to display your referral sources.
  - Select the correct radio button to the left of the name and click CONTINUE at the bottom right
Senior and STRONGER
Honoring Older Americans Month
and National Fitness and Sports Month
Campaign starts May 1, 2015 and ends May 31, 2015

Secondary Lead Source
Lead Source: Special Event Off-Site
Lead Source Detail: Educational Program/Seminar
Additional Detail: Senior and Stronger
  o Click the Select button to the right of this field
  o In the new window, click the SEARCH button to display Educational Program/Seminar
  o Select the correct radio button to the left of the name and click CONTINUE at the bottom right

-OR-

If you get a lead from a professional referral:

Primary Lead Source
Lead Source: Referral - Professional
Associate/Org. (select your referral source name)
  o Click the Select button to the right of this field
  o In the new window, click the SEARCH button to display your referral sources.
  o Select the correct radio button to the left of the name and click CONTINUE at the bottom right
Secondary Lead Source

Lead Source: Special Event Off-Site

Lead Source Detail: Educational Program/Seminar

Additional Detail: Senior and Stronger

- Click the Select button to the right of this field
- In the new window, click the SEARCH button to display Educational Program/Seminar
- Select the correct radio button to the left of the name and click CONTINUE at the bottom right

Existing Leads: Schedule the Action of the Home Visit

To track the activity for existing leads, you will create the Open Follow Up/Completed Result using the Action of Home Visit. In order to generate reporting results it is important that the Description begins with: Senior and Stronger.
**Collateral for promoting:**

Promotional materials and collateral for the “Senior and Stronger” campaign is available

**BrandWorks**

- Community login (first time login, create profile page/password)
  - Username: BU# (numbers only)
  - Password: welcome (all lowercase)

- For Regional or DDS login assistance, contact your Account Executive.
  - BrandWorks HELPLINE Contact: Brookdale@rijyoung.com or 1-844-296-8013 (8 a.m. to 5 p.m. CST)

Please follow the instructions in this toolkit for customizing the appropriate template press release and letter to the editor and distributing those to local media. This will promote the campaign to the public and generate new leads.
Building and maintaining muscle is key to healthy aging and living an independent lifestyle. So let’s make a pledge to get strong together.

People lose about 1 percent of their muscle every year after age 60, which can lead to a host of physical problems. However, older adults who incorporate resistance training into their daily lives can increase their muscle strength, mobility and balance. Building strong, toned muscles can help prevent falls, reduce joint pain, increase bone density, improve sleep and boost brain health. So why not get started by speaking with your healthcare provider about strength training program that may be right for you.

Let’s build STRENGTH together.

Inside are eight easily accomplished strength-training exercises to get you started.

**Half Squat to Chair**
- Stand with feet shoulder width apart.
- Push buttocks backward and lower slowly, touching chair lightly and returning to standing position.
- Come out of the chair as much as you are able.

**Sitting Crunch**
- Holding one- to two-pound weights or resistance bands, sit or stand with arms at sides, pointed forward.
- Rest arms holding weights on inner shoulder level, palms in.
- Slowly return arms to starting position.

**Combined Stepping**
- Step backwards.
- Step to the left-left-right.
- Step to the right-right-left.
- Step back-right-left.
- Oscillate up and down 10 times.

**Wood Chop**
- Put hands together and raise them up to the left, then down to right ankle and return quickly as if chopping wood.
- Switch sides.

**Arm Curl**
- Sit with feet and knees apart.
- Rest arms holding weights on inner thigh, then raise forearms and slowly “curl” weight to shoulder.
- Slowly return arms to starting position.

**Shoulder Strength**
- Sit or stand with arms at sides, holding weights or resistance bands.
- Move arms forward and up to shoulder level, palms in.
- Repeat 10 times.

**Side Kick with Oscillation**
- Holding a chair for balance, keep legs shoulder width apart and toes pointed forward.
- Swing a leg out to side, keeping knee straight.
- Oscillate up and down 10 times. Repeat using other leg.

**“I Love a Parade” Lift**
- Using a chair if necessary, march in place four times in each phase.
- Foot raised 6 inches.
- 12 inches.
- 18 inches.
- Complete seven sets.
- 1. Have a chair in front and one behind.
- 2. If seated, come part way out of the chair and sit back down.

**Modification:**
- Depending on your skill level.

**Modifications:**
- Can be done seated.
- Can be done without weight.

**Chart your progress. Mark down which exercises you do on which days:**

| May 1 | May 2 | May 3 | May 4 | May 5 | May 6 | May 7 | May 8 | May 9 | May 10 | May 11 | May 12 | May 13 | May 14 | May 15 | May 16 | May 17 | May 18 | May 19 | May 20 | May 21 | May 22 | May 23 | May 24 | May 25 | May 26 | May 27 | May 28 | May 29 | May 30 | May 31 | June 1 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
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Let’s build strength TOGETHER.

Join us May 27 for a live B-Fit strength training webcast, and learn the basics of building strong muscles from a B-fit expert.

The webcast is expected to attract an unprecedented Brookdale crowd.

Wednesday, May 27
2:30 p.m. CST

Call us today at 1-888-305-4854.

To register, go to brookdale.com.
“Senior and Stronger” email template – B-Fit Class via Webcast

Email blast will be sent by corporate office mid-May for all locations.

Let’s build strength together.

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The webcast is expected to attract an unprecedented Brookdale crowd.

Wednesday, May 27 | 2:30 p.m. CST

To register, go to brookdale.com.

Call us today at 1-888-305-4854.
Let’s build strength TOGETHER.

You may know the many physical benefits of weight training. The fact that it can build muscle, reduce joint pain, help control type 2 diabetes and reduce your risk of falling. But did you know strength exercise can improve brain function as well?

Join us for a live B-Fit strength training class and learn the basics of building strong muscles from a B-fit expert.

Date
Time

To register, call (000) 000-0000.
It’s not just how it will shape your body.

It’s how it will strengthen YOUR MIND.

You’ll never think about weight training the same way again.

You may know the many physical benefits of weight training. The fact that it can build muscle, reduce joint pain, help control type 2 diabetes and reduce your risk of falling. But did you know strength exercise can improve brain function as well? That’s why we’re fanning out across America to speak with senior men and women and tell them the good news.

Call us today at 1-888-305-4854.

We cordially invite you and a guest to join us for a free Brookdale B-Fit class.

Senior and Stronger means staying healthier longer.
It’s not just what it does for THEIR BODY. It’s what it does for THEIR BRAIN.

Brookdale is making house calls to seniors to give them the smartest reason yet to take up weight training.

Building and maintaining strong muscle is key to healthy aging and continued mental strength. Plus, it’s critical for seniors to be able to maintain their independence. So we’re offering complimentary Senior and Stronger home visits to older men and women across the country.

Our wellness experts will fan out across cities in America to serve as the eyes, ears and voice of physicians like you who know the serious physical and mental dangers associated with losing muscle. As your partner in health, we hope to educate seniors about the importance of building and maintaining muscle through strength training, which helps reduce falls, joint pain and type 2 diabetes.

Ours will be a free service to help those you care for learn how to better care for themselves. Let us look in on your at-risk patients. Our mission is to help your patients realize that Senior and Stronger means staying healthier longer.

Call 1-888-305-4854 to find out more about how we can assist the patients in your care.

Senior and Stronger means staying healthier longer.
LET'S BECOME TOO fit TO fall.

You can always build stronger muscles.

Every year millions of Americans over age 65 fall and suffer varying degrees of injury. But did you know that falls are largely preventable? A loss of balance is often associated with the loss of muscle mass that so many seniors experience after age 60. That’s where strength training comes in.

Call us today at 1-888-305-4854.

We cordially invite you and a guest to join us for a free Brookdale B-Fit class.

Senior and Stronger means staying healthier longer.

Community Name
Services | Services
Address | City, State Zip
Facility No.
Corporate Marketing Promotion

To support local community efforts, the corporate marketing team will promote the campaign starting the week of April 27 through a national press release, the Brookdale website, email blasts to our leads and professional referrals and our social media outlets such as Facebook, Twitter and YouTube. A Brookdale branded micro-website has been developed promoting strength training for older adults, and it includes the “Senior and Stronger” campaign and the B-Fit webcast featuring a Brookdale B-fit instructor May 27.
Tips for Sending Out Your Press Release to Your Local Media for “Senior and Stronger”

How to Customize Your Template Press Release:

- We have provided you with a template press release that answers the 5 W’s (who, what, when, where and why) with quotes from Brookdale experts.

- There are three local press release templates: one for a single community market, one for a shared community market and one for a memory care community.
  - If you have a sister Brookdale community or communities in your market, please contact your District Director of Sales to coordinate the distribution of the shared market release to keep media outlets from receiving multiple releases.
  - If you are a single community in a market, go ahead and distribute.

- Customize the information in the highlighted areas. Don’t forget to erase the highlight. If you are a single community in a market, attribute the two quotes at the end to your executive director or another appropriate member of the management team. If you are in a shared market, please coordinate with your District Director of Sales to determine to whom the two quotes should be attributed.

How to Send Out Your Press Release:

- Visit the websites of your local newspaper and area network TV affiliates (ABC, NBC, CBS and FOX), and locate the “Contact Us” information section.

- The website should have a section that contains all relevant contact information (see the example below). This is usually at the top or bottom of the front page of their website.
• Click on this section, and find the “News Tips,” “Submit a Press Release” or “Newsroom” email address or phone number (see the example below).

<table>
<thead>
<tr>
<th>News Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>615-248-5250</td>
</tr>
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</table>

News tips, press releases and questions about the newscast can be directed to newsroom@newschannel5.com.

• Sometimes a newspaper or TV station has a generic contact form instead of providing an email address or phone number. Copy and paste the release into the form.

• Some local newspapers may not provide a contact form or general news tips email address and phone number. In this case, locate an email address or phone number for the editor/reporter covering the health or business beats.

-OR-

You can email Manager of Public Relations Kristin Puckett at kpuckett@brookdale.com for an up-to-date media list.

• Send the press release in the body of an email — not as an attachment — to the appropriate reporter.

• When sending the release, include a personal note (sample below) in the email above the release to introduce yourself and summarize the press release you’re including. Keep it short.

  o Sample: As seniors age, they are more likely to develop muscle loss that can increase their risk of falling. That’s why they should strength train. Find below information on a local effort to help older adults ease into a fitness routine that includes weight lifting. For more information, please contact me at (XXX-XXX-XXXX).

Either way you send the release, follow up with a phone call to the news desk listed on the website or directly to the reporter. Ask if they received the release, whether they have any questions about it and whether they would be interested in covering the story.
FOR IMMEDIATE RELEASE

Contact: NAME, XXX-XXX-XXXX, email@brookdale.com

Senior and Stronger: Building Muscles to Reduce Age-Related Injury
Brookdale Community Introduces Area Seniors to Resistance Training

City, State Abbreviation, Date – Many older people know the importance of aerobic activity, but fewer realize another type of exercise is crucial for preventing injuries and debility. Throughout May, teams from community name will visit local seniors in their homes to introduce them to the resistance training necessary to offset muscle loss that comes with aging and increased risk of falling. The initiative, called “Senior and Stronger,” takes place during Older Americans Month and National Physical Fitness and Sports Month. “Senior and Stronger” is a nationwide program being spearheaded nationally by Brookdale, which operates community name.

Muscle mass declines 3 percent a year after age 60, according to the National Center for Biotechnology Information. By age 80, 50 percent of men and more than a third of women have sarcopenia.

“This muscle loss is a primary factor in falling, which is the leading cause of severe and fatal injuries in seniors,” said Dr. Kevin O’Neil, Brookdale’s chief medical officer. “Half of people over 80 fall each year.”

The most effective way to fight sarcopenia is through exercise. However, aerobic activities such as walking, while vital for good health, don’t provide a muscular boost.

“You must work your muscles against resistance several times a week,” Dr. O’Neil said. “The good news is that you can gain strength through a resistance training program regardless of age.”

Besides lowering fall risk, building muscle strength can improve bone density, reduce osteoarthritis pain, improve sleep and enhance brain health.

“Through ‘Senior and Stronger,’ we are visiting seniors in our area to make sure they know the vital role of strength training for preventing falls and improving overall health,” said name, executive director of community name. “We will be providing them with resistance bands and detailed information on how they get can started on building stronger muscles.”

Seniors are also invited to participate in a free resistance training instructional webcast Brookdale will hold at 3:30 p.m. EST/2:30 p.m. CST/1:30 p.m. MST/12:30 p.m. PST, Wednesday, May 27. To register, go to brookdale.com.

About Brookdale
Brookdale Senior Living Inc. is a leading owner and operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, nearly 1,150 communities in 46 states and the ability to serve approximately 111,000 residents. Through its ancillary services programs, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.
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Local communities taking part in “Senior and Stronger” include: list the community names.

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There’s strength in numbers, just do it!

Love,
The Brookdale Marketing Team