



Fitness that goes beyond a Bikini Body

Toronto, ON (February 29, 2008) – All of the magazine headlines that promise flatter abs in days and boot camp bikini bodies are missing the point: Exercise can deliver life transforming benefits. Physical activity will definitely make you look trimmer and healthier, but it will also build your bone density, prevent diabetes, and keep you on the dance floor and out of the nursing home.

Erin Billowits, the founder of Vintage Fitness, a Toronto-based company that specializes in fitness for people over 50, sees exercise change her clients lives everyday. Brenda, a 65-year-old real estate agent, used to hate exercise but decided to hire a personal trainer after news from her doctor that she had low bone density (osteoporosis) in her hips and back. After six months of hard work in the gym twice a week, including weight lifting and lots of squats, Brenda went back to her doctor and learned she no longer had osteoporosis. It was the most dramatic increase in bone density over a six-month period that her doctor had ever seen.

Wendy, a 53-year-old sales executive, saw her life spiraling out of control after complications from a surgery left her with a balance disorder, severe swelling in her legs and a fear of falling. After interviewing four other personal trainers who wanted to push too hard, too fast, she started training with Vintage Fitness. "Erin really listens and works with you at a pace that you are comfortable with," says Wendy. "She focuses on life goals, not just the number on the scale." Wendy has lost 20 pounds in the last nine months, but more importantly her leg strength has increased from the fifth percentile to the 80th for people in her age group. Instead of sitting on the sidelines during her daughter's wedding last July, she danced with her four-year-old grandson who looked up at her and said "Grandma, you are getting better".

For an interview on the benefits of exercise tailored to adults 50+, or to review copy of her "Strength and Balance" DVD, contact Erin Billowits at the number below.

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