



FOR IMMEDIATE RELEASE

How to make health resolutions that work

TORONTO, ON (January 2, 2011)

80% of all resolutions are broken by January 31st. Health related ones like weight loss and more time in the gym, are history by January 15th by 90% of people (*Fred Tutwiler, Ezinearticles.com*).

Why do so many people fail to achieve their resolutions and what lessons can we learn from people that can make them work?

Erin Billowits, the founder of Vintage Fitness, an Ontario based company that specializes in fitness for people over 50, helps clients set and achieve their resolutions every day.

Cathy Kelly knew that she needed to make some changes when the scale hit 200 lbs. She was afraid of failing because she tried to lose the weight for over 20 years. Her daughter, Kelly, knew her struggle and suggested a Vintage Fitness gift certificate as a Christmas gift last year. Cathy remembers balking at the idea because she was embarrassed to own up to where she was. "I decided I would give it a try but really didn't think I would make it. I felt the struggle when even walking on the treadmill was so challenging but couldn't disappoint Kelly or tell my trainer I didn't think I could do it. After a few weeks I realized going to my condo gym, not having to get in my car or be with other people---surrounded by fit bodies, that I could try this seriously for a while. Things started to happen and change rather quickly and I felt differently mentally and physically"

Cathy is now buying clothes five sizes smaller, her blood pressure is down and everywhere she goes people tell her how great she looks. In the last couple weeks she bought her first pair of jeans ever.

What tips do Cathy and her trainer have for you?

1. Become truly ready to change: admit to yourself why you are in this place and know that you can't do this for anyone else, just you.
2. Mindful treats: Treat yourself but always ask if it is worth it. "At one point in my life, I would just eat, now I evaluate my decisions and sometimes it is worth it!" says Cathy
3. Be accountable: keep a food diary and show it to your trainer or a buddy as well as logging all of your exercise
4. Build a support team: We all like to think that we can make big changes in our lives on our own but it is really tough. Your friends and family need to commit to change their behaviour to support you. If they are not willing, hire a professional: life coach, personal trainer, nutritionist depending on your goals.



5. Go beyond the scale: The number on the scale should be only one of a range of metrics to help you measure your progress. Waist girth, blood pressure and resting heart rate are other easy measurements to track.

6. Include strength training: One of the most common mistakes that people make with planning their exercise schedule is leaving out strength training. No matter what your age or health goals you should be using weights or exercise bands or just your own body weight to build strength and lean tissue two-four times a week.

The reason that so many people give up on their health resolutions is because they don't have a proper plan that they truly believe will work that they stay accountable to. Make this your year to succeed!

About Vintage Fitness

Established in 2005, Vintage Fitness is a Toronto-based company specializing in fitness for people over the age of 50. Vintage Fitness offers personal training with 'older adult fitness specialized' personal trainers across the GTA and group exercise classes focused on improving balance, strength, flexibility and cardiovascular health. Released in 2008, Vintage Fitness produced a home strength and training program on DVD, **Strength and Balance**, to improve the strength and balance of Canadian boomers. www.vintagefitness.ca

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