

Fitness Facts

SilverSneakers Celebrates 25 Years of Health and Happiness

(NAPSA)—While the fitness industry has changed over the decades with workout “fads” that have come and gone, one exercise program has stood the test of time—SilverSneakers®. As the nation’s leading community fitness program designed for older Americans, SilverSneakers has changed thousands of lives through fitness for the past 25 years. What began in 1992 as a first-of-its-kind fitness class for older adults has evolved to inspire a health revolution that is shattering stereotypes of aging and health, supporting member transformations and creating countless friendships.

From weight loss and flexibility to strength and endurance, SilverSneakers guides members through all aspects of their fitness journey. Marvin Bradley, a participating member, began running marathons at age 52. Now at 78 years old, Bradley trains five days a week, and has completed more than 240 marathons. Training through the SilverSneakers program, Bradley accomplished his fitness goals while breaking age stereotypes.

Bradley’s story is one of thousands from members who have reached their fitness and personal goals—whether that be running a marathon, taking a dream vacation, or playing actively with grandchildren. SilverSneakers offers a vibrant and welcoming community, offering its 14.5 million eligible members fitness opportunities that allow them to live their fullest life.

If you are looking to embark on your own fitness journey, consider the following tips to get started:



Getting and staying fit can be easier at any age with the help of a good program.

- Seek out an exercise that you enjoy
- Find a workout partner to help you stick with the routine
- Write down your fitness goals to ensure accountability
- Consider any limitations and share those with your instructor
- Start slow so that you don’t risk injury.

SilverSneakers partners with more than 13,000 participating locations and fitness centers, giving members access to the site’s basic amenities, including weights, treadmills, pools and other facilities, as well as specialized SilverSneakers exercise classes led by a certified SilverSneakers instructor. The SilverSneakers benefit is offered at no additional charge through the nation’s leading Medicare Supplement, Medicare Advantage and group retiree plans—saving members money on a fitness membership.

To learn more about SilverSneakers history, legacy and member transformations, visit www.SilverSneakers.com.