



**For more information, contact:**

Brandi Towns, GlynnDevins, 913-754-2384, btowns@glynndevins.com

**FOR IMMEDIATE RELEASE**

January 12, 2010

---

## **Hundreds of Fresno Seniors Gear Up for President's Challenge**

---

### ***San Joaquin Gardens to Embark on 30 Days of Fitness Activities***

---

**FRESNO, Calif.:** A popular fitness program for children across the country during the early '90s is now attracting the attention of more than 100 seniors at a Fresno-based retirement community. While the President's Council on Physical Fitness and Sports' President's Challenge has long been associated with elementary school gym classes, residents at San Joaquin Gardens have accepted the challenge to achieve their own age-appropriate benchmarks.

"Almost every American has either participated in or is aware of the President's physical fitness tests that are given to school-aged children. In fact, Governor Arnold Schwarzenegger was a driving advocate of bringing fitness criteria to schools nationwide. But what many people don't realize is that there is also a set of standards for seniors, as part of a program designed especially for them," said Steve Case, lifestyle fitness coordinator at San Joaquin Gardens. "Our goal at San Joaquin Gardens is to get as many people as possible committed to 30 days of fitness, which we believe will, in turn, become a part of their everyday lifestyle."

San Joaquin Gardens will begin the President's Challenge by hosting a community-wide fitness fair on Friday, January 15. The fair will feature blood pressure checks and fitness testing by certified instructors, healthy fruit and protein smoothies, recipes by on-site dieticians, and the community's spa services. San Joaquin Gardens will also be unveiling the community's 2010 schedule of wellness classes, ranging from strength and balance classes and water aerobics, to yoga and Zumba.

"Fitness is a real emphasis in the overall lifestyle at San Joaquin Gardens. Last year, 77 residents set out on a 30-day Walk to Wellness campaign, and they logged enough miles to make it across the United States," said Case. "We're expecting even more people to sign up for the President's Challenge. Residents have been eagerly expressing interest to me every day to find out what the new challenge will be in 2010 and what classes we have in store for them."

By participating in the Presidential Champions Program, seniors will be aiming to achieve the bronze, silver or gold awards by completing and receiving points for a variety of activities, such as aerobics, dancing, tennis, Tai Chi, walking, Pilates, and even Nintendo Wii, during the month-long campaign.

-more-

According to Case, he feels confident the San Joaquin Gardens residents will achieve their 2010 Presidential fitness goals. "Currently there are 125 residents who work out at least three days a week at our brand-new fitness center. That's impressive!" said Case. "It's important that we continue to keep our fitness activities fresh, and find new ways to keep residents motivated and committed to a healthy lifestyle."

"We take a lot of pride in boosting self-esteem, so residents can continue living an independent lifestyle. We post a big sign-in sheet and keep tabs on one another, and have truly made the fitness center the social hub of the community," said Case. "One thing's for sure, we've all discovered it's never too late to get back into shape and get started on a healthy lifestyle."

For more information about the President's Challenge and the lifestyle available at San Joaquin Gardens, call (559) 439-4770 or visit [www.sanjoaquingardens.com](http://www.sanjoaquingardens.com).

Since 1966, San Joaquin Gardens, located at 5555 North Fresno Street, has enriched the lives of older adults through progressive programming, services and activities. For more than 40 years, the community has delivered one of the most engaging lifestyles in the area — one that helps residents attain personal growth through learning and staying connected. In addition to a residential living lifestyle, the community offers residents access to a full continuum of on-site assisted living, memory support and skilled nursing, one of the primary benefits of living at a continuing care retirement community.

San Joaquin Gardens in Fresno, California, is owned and managed by ABHOW, a California nonprofit public benefit corporation. ABHOW is a nonsectarian corporation, serving seniors through quality retirement housing since 1949. A licensing application for Phase II has been filed with and approved by the Department of Social Services of the State of California. State of California License #100400544, #040000142. Certificate of Authority #102.

###