



Press Release

For Immediate Release

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FOURTH ANNUAL ICAA AWARDS HONOR CREATIVITY AND EXCELLENCE IN ACTIVE AGING

Innovative offerings promote health, well-being and quality of life for adults over 50

VANCOUVER, BC—The International Council on Active Aging (ICAA), the world's largest trade association for the senior fitness and wellness industry, is pleased to name Project Enhance, Senior Services (Seattle, WA) as one of the recipients of the 2006 ICAA Industry Innovators Awards. ICAA has chosen the following award-winners for the creativity and excellence of their offerings, which promote health, well-being and quality of life in adults ages 50 and older:

- * Advance to Wellness, SecureHorizons from United HealthCare, Santa Ana, California
- * Wellness Program, Inverness Village Wellness Center, Inverness Village, Tulsa, Oklahoma
- * Project Enhance, Senior Services, Seattle, Washington
- * Get Fit on Route 66/Step Up to Better Health, AARP, Washington, DC
- * Travel by Leisure Care (TLC), Leisure Care, Seattle, Washington
- * Excellence for Living/Passport to Wellness, Sunnyside, Harrisonburg, Virginia

Colin Milner, ICAA founder and chief executive officer, praises the recipients' accomplishments in the different dimensions of wellness, saying these reflect the great strides made in the active aging industry since ICAA's launch in 2001. "This year's ICAA Industry Innovators use creative, high-quality wellness approaches that encourage older adults to preserve or improve their vitality, health, and independence," he says, "as well as to enjoy rich, fulfilling life experiences." Adds Milner, "Through their persistent and committed efforts, these organizations are supporting healthy, vibrant living at any age. This is something we must successfully promote if we are to meet the challenges of our aging population."

Sponsored by SportsArt Fitness, the fourth annual ICAA awards competition attracted a broad range of entries, representing efforts in all six dimensions of wellness. A panel considered these entries fully before selecting the finalists, which won for their marketing, programming, design, or other individual element. The ICAA thanks all entrants and congratulates this year's award-winners.

Project Enhance is recognized for its creativity in evidence-based programs. Developed by Senior Services in partnership with the University of Washington, Project Enhance has packaged two evidence-based programs into a health and wellness program for community-dwelling older adults. The easy-to-implement turnkey offerings include EnhanceFitness, a group exercise class, and EnhanceWellness, a behavior change program, which organizations may adopt individually or together. Begun in 1997 at four seniors centers, Project Enhance programs have led to measurable participant outcomes

such as improved physical functioning and decreased depression, hospital days and psychoactive drugs. Impressively, more than 100 sites in 13 states and the District of Columbia now offer these programs. This growth is a real achievement, as evidence-based programs often encounter challenges that affect their success when replicated in other settings. As well, both Enhance offerings enjoy good participant retention.

Project Enhance continues to expand its reach today. EnhanceFitness is now offered as a benefit to Medicare-eligible members of Group Health Cooperative, a large, Seattle-based healthcare organization. Also, EnhanceWellness has formed and maintained partnerships with healthcare systems and physicians.

Launched in 2003, the ICAA Industry Innovators Awards honor excellence and creativity in the health and wellness field. They also recognize organizations that have created cutting-edge programs to support active aging among adults ages 50 and older. For more information about the Innovators awards program, call ICAA toll-free at 866-335-9777, or visit www.icaa.cc/awardsprogram.htm.

Senior Services was established in 1967 and is the largest non-profit agency serving seniors in Washington. For more information about Senior Services, visit <http://www.seniorservices.org>. For more information about Project Enhance, please visit www.projectenhance.org.

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About the International Council on Active Aging (ICAA)

Website: www.icaa.cc

The ICAA is the world's largest membership association dedicated to changing the way we age by uniting and working with professionals in the retirement, assisted living, recreation, fitness, rehabilitation and wellness fields. We connect a community of like-minded professionals who share the goals of changing society's perceptions of aging and improving the quality of life for Baby Boomers and older adults within the six dimensions of wellness (emotional, vocational, physical, spiritual, intellectual, social).

For interviews or more information about ICAA, the ICAA Industry Innovators Awards, or aging-related issues, contact:

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About Project Enhance

Website: <http://www.projectenhance.org/index.html>



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