



**NASUAD JOINS NATIONAL *GO4LIFE*® CAMPAIGN
NEW PUBLIC-PRIVATE INITIATIVE ENCOURAGES EXERCISE, PHYSICAL ACTIVITY FOR OLDER ADULTS**

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**Contact: LINDSEY COPELAND
(202) 898-2578**

Washington, DC – NASUAD is pleased to announce that it will join the National Institute on Aging (NIA) in its newly-launched *Go4Life* campaign, a national exercise and physical activity initiative designed to help people age 50+ incorporate exercise and physical activity into their daily lives. This federal campaign is based on research which indicates that exercise and physical activity can help people stay healthy and independent, as well as prevent some of the chronic conditions that are associated with aging.

Speaking to the Association's participation in the *Go4Life* initiative, NASUAD's Executive Director, Martha Roherty, said "We are proud to support the health of older Americans by joining NIA in the *Go4Life* campaign, and we look forward to partnering with the many private and public organizations who are also involved in this effort."

The center of *Go4Life* is an interactive website, www.nia.nih.gov/Go4Life, through which individuals, families and friends, organizations, and health care professionals can learn more about this exciting new endeavor. The web-based portal features exercises, success stories, and free outreach materials to help older individuals begin and continue an exercise program, in order to improve their overall health while achieving a better quality of life.

Participating organizations will incorporate *Go4Life* into their own health and wellness activities, in part by distributing campaign web links and materials to their members, employees, or customers. Many partners also will directly sponsor events or activities aimed at engaging older adults in exercise and physical activity at the community level as the campaign moves forward. To learn how you can become involved, please visit www.nia.nih.gov/Go4Life for more information about *Go4Life*.

Go4Life is a registered trademark of the U.S. Department of Health and Human Services.

The National Association of States United for Aging and Disabilities, founded in 1964, represents the nation's 56 officially designated state and territories agencies on aging and disabilities. The association's mission is to design, improve, and sustain state systems delivering home and community based services and supports for people who are older or have a disability, and their caregivers.