

**FOR IMMEDIATE RELEASE**

September 20, 2016

**South Central Public Health District announces a new Fit and Fall Proof™ program site in Burley.**

**Burley, ID-** Pomerelle Place Senior Living has partnered with South Central Public Health District to become a new Fit and Fall Proof™ site. Beginning October 6, trained instructors will teach classes every Thursday and Saturday from 10:00AM to 11:00AM. Pomerelle Place Senior Living is located at 1301 Bennett Avenue in Burley.

Adria Masoner is the Fit and Fall Proof™ Program Coordinator at the health district. According to Masoner, “Fit and Fall Proof is an exercise-based fall prevention program designed for older adults. The program focuses on exercises that reduce the risk of falling.”

The Centers for Disease Control reported that in 2013, among adults 65 and older, 55% of unintentional injuries that resulted in death were due to falls. “While it is true that falls are the leading cause of unintentional injury for older adults, the good news is that falls can be prevented!” said Masoner. “Activities that focus on strength, balance, and flexibility, reduce falls and increase confidence. That confidence reduces the fear of falling, helps older adults stay active, and increases the potential for living independent lives.”

Classes are open to the public and participants are encouraged to wear comfortable clothing, appropriate footwear, and bring a water bottle to stay well hydrated while exercising.

For more information about the classes, the public is encouraged to contact Adria Masoner at 208-678-8221.

For interviews, please contact Jeff Pierson at 208-737-5945.

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