

The American Federation for Aging Research (AFAR) Joins National *Go4Life*[®] Campaign **New public-private initiative encourages exercise, physical activity for older adults**

New York, October 19, 2011: The American Federation for Aging Research (AFAR) announced today that it is joining the National Institute on Aging (NIA) at NIH in *Go4Life*, a new national exercise and physical activity campaign for people age 50+. The goal of *Go4Life* is to provide resources to older adults that they can use to incorporate exercise and physical activity into their everyday lives. This federal campaign is based on research showing that exercise and physical activity can help people stay healthy and independent and prevent some of the chronic conditions associated with aging.

“You’re never too old to exercise,” says Richard J. Hodes, M.D., director of the NIA. “*Go4Life* is based on a number of studies demonstrating the benefits of exercise and physical activity for older people, including those with chronic health conditions. This new campaign reaches out to older people who traditionally have not embraced exercise and shows them how to start exercising safely and keep going.”

The center of *Go4Life* is an interactive website—www.nia.nih.gov/Go4Life—which provides information for individuals, families and friends, organizations, and health care professionals. It features exercises, success stories, and free materials to motivate the growing numbers of older people to start exercising and keep exercising to improve their health and achieve a better quality of life.

Participating organizations will incorporate *Go4Life* into their own health and wellness activities by disseminating 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.

More information about *Go4Life* is available at www.nia.nih.gov/Go4Life.

About AFAR: The American Federation for Aging Research (AFAR) is a non-profit organization that supports and advances healthy aging through biomedical research. Over the past 30 years, we have given \$140 million to thousands of researchers studying the aging process and age-related disease. For more information: www.afar.org.

About the NIA: The NIA leads the federal government effort conducting and supporting research on aging and the health and well-being of older people. The Institute’s broad scientific program seeks to understand the nature of aging and to extend the healthy, active years of life. For more information on research, aging, and health, go to www.nia.nih.gov.

About the National Institutes of Health (NIH): NIH, the nation's medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit www.nih.gov.

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