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PO Box 8033 • Spokane, WA • 99203-0033
509-448-9438 • www.sitandbefit.org

Season Twelve Press Kit

SIT AND BE FIT Works!

"I've been watching Sit and Be Fit and steadily doing the exercises with you . Truly, you are my first friend of the morning! I have gone down 2 dress sizes, look better, feel better, have more stamina, better balance and I am physically stronger. Thank you very much for creating Sit and Be Fit!"

- Viewer
Littleton, CO

"If my husband ever comes up missing, I know I'll find him at the KSPS studio looking for Mary Ann! Her program has helped him so much with range of motion, strength and balance. He very much looks forward to the SIT AND BE FIT program every day. Thanks for being such a wonderful asset to our lives."

-Viewers, Patti & Clinton Piper

"Our viewers love SIT AND BE FIT and will probably run me out of town if it ever goes off the air."

- Kat Worzalla,
Director of Programming
Milwaukee Public Television

'Sit and Be Fit has been in our schedule for years and I hear from time to time from our audience that they really appreciate the exercise alternative.'

- Mary J. Gardner
Director Television Programming
Oregon Public Broadcasting

"As a longtime public television fan of your show, I want you to know - as a senior and patient - COPDer and Other Stuff - I appreciate all you are doing for us - seniors and medically challenged. Your work is doing exactly what it needs to do - keep us moving!"

-Viewer, Sharon O'Hara

"Mary Ann is wonderful! She has inspired many of my patients to exercise when they thought they were too elderly, injured or in too much pain. I think her programs are much more appreciated than we can even imagine!"

-Lynn Kohlmeier, MD
Spokane Osteoporosis Center

"I'm one of those regulars who enjoy your ½ hour of exercises with a smile on my face because of the happy spunky attitude with which you lead us. My days, my weeks have been much happier and I am in much better physical condition because of your work-outs"

-Viewer
Portland, OR

| | |
|-------------------|---|
| Program Title: | SIT AND BE FIT™ 1200 Series |
| Producer/Host: | Mary Ann Wilson, RN |
| Length: | 20 half-hour shows |
| Category: | How to-, Health and Fitness |
| Release Date: | February 14, 2011 |
| Distributed By: | NETA |
| Description: | SIT AND BE FIT is a popular exercise series designed to make exercise fun, easy and safe for people of all ages. Programs focus on therapeutic exercises that make everyday activities easier to perform, including core strengthening, balance work, stretching and relaxation. Host, Mary Ann Wilson, RN, designs programs with physical therapists, using creative choreography and a diverse selection of music. Her warmth and encouragement effectively reaches out to people of all fitness levels and ages. She is especially loved by older adult viewers, children, and those managing chronic conditions, physical limitations or living sedentary lifestyles. |
| Website: | www.sitandbefit.org |
| Feed Info: | Monday-Friday, beginning February 14, 2011, 1200-1230ET/HD04 NOLA CODE: SBTF1200H1 |
| Closed Captioned: | Yes |
| Contact: | Cary Balzer, KSPS-TV, 1-800-735-2377 Gretchen Paukert, Sit And Be Fit, 509-448-9438 |
| Video/DVD: | For information on DVDs, videos and audiotapes, including specialty videos for chronic conditions such as arthritis, or for a complimentary copy of the SIT AND BE FIT newsletter, please write: SIT AND BE FIT, P.O. Box 8033, Spokane, WA 99203 or call 1-888-678-9438 or visit us on our website at www.sitandbefit.org . |
| Broadcast Rights: | Unlimited broadcast rights and school rights for two years and non-commercial cable. Royalty free to NETA members and subscribers upon notification of intent to carry. |
| Target Audience: | SIT AND BE FIT specifically targets adults 55 years plus, and anyone needing slow gentle movements. |

EPISODE SUMMARY

#1201 CORE STRENGTHENING: Mary Ann uses hand weights and a ball to strengthen the abdominal muscles. Gretchen adds some exercises to challenge the brain.

#1202 HEALTHY AGING: A variety of unique exercises are introduced which are all designed to promote healthy aging.

#1203 EXERCISE IS FUN: Mary Ann focuses on fun and functional exercises set to some of her favorite music.

#1204 STRENGTH COORDINATION: This episode features a potpourri of movements to enhance strength and coordination.

#1205 REACTION TIME: Mary Ann shows how to use a ball to test your reaction time.

#1206 BALANCE: Improving balance through weight training, stretching and leg strengthening is the theme of this episode.

#1207 MARCH YOUR WAY TO FITNESS: Mary Ann marches her way to fitness with fun routines and patriotic music.

#1208 PELVIC FLOOR: Muscles of pelvic floor are often ignored but this workout shows some easy movements to keep those important muscles strong.

#1209 POSTURE AND BREATHING: Posture is essential to any good workout. In this program Mary Ann demonstrates how to maintain good posture while exercising.

#1210 FACIAL EXERCISES: Facial exercises are important because they increase sensory awareness in mouth and encourage facial expression. These exercises are essential for anyone experiencing neurological challenges.

#1211 WE'VE GONE COUNTRY: Country music sets the tone and pace for this fun full body workout.

#1212 DON'T FORGET YOUR FINGERS: Paying special attention to the finger joints is important in our quest to stay independent and keep our hands functioning well.

#1213 VESTIBULAR SYSTEM: Mary Ann challenges your vestibular system with a fun ball routine and other functional movements set to jazz music.

#1214 BREATHING: By toning and stretching muscles around the ribcage and practicing good breathing technique viewers learn how to get the most out of each breath.

#1215 STRETCHING: Strengthening should always be followed by stretching as an important component to any workout. This episode includes some great stretching exercises to improve flexibility.

#1216 RELAXATION: Mary Ann explores the healing touch of massage, demonstrating some effective ways to release tension and use movement to relax.

#1217 MAINTAIN INDEPENDENCE: This episode is full of functional movements to help improve performance of the activities of daily life and help you maintain independence as you age.

#1218 RESISTANCE EXERCISES: Mary Ann introduces some unique ways to strengthen muscles with a resistance exercise band. Emphasis is placed on maintaining proper technique to avoid injury and get the most out of the movements.

#1219 FEEL YOUR BEST: Feeling good is important in life, certain movements help you feel your best. Mary Ann shares exercises that will leave you feeling great.

#1220 FUNDAMENTAL MOVES: In this episode Mary Ann mixes the good old standards with new moves for a fun and effective full body workout.

Our Mission

SIT AND BE FIT is committed to improving the quality of life of older adults and physically limited individuals through safe, effective exercises that are available through television, videos, personal appearances, classes, seminars, books, and the Internet. SIT AND BE FIT actively promotes functional fitness, healing, and independence, and is an effective resource for professionals in aging and fitness.



EFFECTIVE

Safe exercises that improve viewer's health and wellness.

MOTIVATING

Mary Ann inspires viewers to exercise
They consider her their exercise partner.

FUN

Using a variety of music along with
rehabilitative movements, Mary Ann
makes every routine enjoyable.

SIT AND BE FIT is a non-profit organization that produces North America's award-winning health and fitness TV series, *SIT AND BE FIT*. The program, hosted by creator Mary Ann Wilson, RN, has been airing since 1987 on PBS stations nationwide. SIT AND BE FIT is currently broadcast to over 66 million U.S. households annually.

2009

Top Buisnesses and Organizations
▲ BEST OF SPOKANE AWARD

2009

National Health Information Resource Center
▲ MERIT AWARD
TOTAL HEALTH INFORMATION PROGRAM

2009

National Mature Media Award
▲ MERIT AWARD
COMMUNITY OUTREACH CAMPAIGN

2008

National Health Information Resource Center
▲ BRONZE AWARD
ARTHRITIS WORKOUT

2007

National Mature Media Award
▲ MERIT AWARD
DIABETES WORKOUT

2006

National Mature Media Award
▲ MERIT AWARD
FIBROMYALGIA WORKOUT

2006

National Health Information Resource Center
▲ MERIT AWARD FOR
FIBROMYALGIA WORKOUT
&
OSTEOPOROSIS II WORKOUT

2005

National Health Information Resource Center
▲ GOLD AWARD
BALANCE & FALL PREVENTION WORKOUT

2005

National Mature Media Award
▲ BRONZE AWARD
BALANCE & FALL PREVENTION WORKOUT

2003

Today's Caregiver Magazine
▲ CAREGIVER FRIENDLY AWARD
CAREGIVER'S GUIDE TO EXERCISE

2002

Freddie Award
▲ FINALIST
SENIOR FRIENDS FOCUS ON FITNESS

2001

National Mature Media Award
▲ BRONZE AWARD
THE ALL AMERICAN WORKOUT

1998

Health Promotion Institute of the
National Council On Aging
▲ BEST PRACTICES AWARD

1997

National Health Information Resource Center
▲ GOLD AWARD FOR
THE ALL-SITTING WORKOUT
&
TONE & STRETCH IV WORKOUT

1997

Fitness Educators of Older Adults Association
▲ FITNESS EDUCATOR OF THE YEAR

1997

The American Society on Aging
▲ SMALL BUSINESS OF THE YEAR AWARD

1997

Consumers Digest
▲ "BEST BUY" RECOGNITION OF EXCELLENCE
AWARDED TO SIT AND BE FIT VIDEOTAPES

1996

Parent's Choice Foundation
▲ PARENTS' CHOICE AWARD
KIDS' WORKOUT VIDEO

MARY ANN WILSON, RN

Executive Director, Creator/Host of *SIT AND BE FIT*



Mary Ann Wilson began her career as a registered nurse, specializing in geriatrics and post-polio rehabilitation. In 1985, while teaching aerobics to older adults, Mary Ann noticed a high incidence of injury and attrition among her students. In response, she designed a gentle program tailored to their special needs. As students began reporting marked improvement in their physical and mental health, Mary Ann became convinced that there was a need for this type of exercise program on a national level. With persistence, she convinced the PBS station, KSPS-TV, to produce *Sit and Be Fit*. In 1987, the first series of 30 programs was distributed nationally to PBS stations. The program was an instant success, and today, 23 years later, *Sit and Be Fit* remains a feature “how-to” program on public television. The program is recognized by the National Council on Aging (NCOA) as a “Best Practice” program in health promotion and aging.

Mary Ann is the creator and host of 290 nationally syndicated television episodes and 31 workout products. She continues to teach fitness classes at local retirement communities and uses feedback from her students, as well as, ongoing research, to continually update the *Sit and Be Fit* television series. Mary Ann has authored several health and fitness publications, and has been featured as a guest columnist in health and aging newspapers and magazines. She also educates healthcare professionals, caregivers, and hospital personnel at national and international health conferences.

PROFESSIONAL BACKGROUND & AFFILIATIONS

- Registered Nurse
- Executive Producer/Host, *SIT AND BE FIT* television series
- Executive Director/Founder, SIT AND BE FIT non-profit organization
- Nationally certified by ACE (American Council on Exercise)
- Member, ASA (American Society on Aging)
- Member, NCOA (National Council on Aging)
- Member, SFA (American Senior Fitness Association) National Advisory Board
- Member, FEOAA (Fitness Educators Of Active Adults)
- Member, IDEA (International Dance Exercise Association)
- Presenter, Washington State Association of Activity Professionals, 2002
- Presenter, University of Washington Medical Center, 2000, 2001
- Presenter, IDEA Conventions, 1987, 1988, 1989, 1991, 1995, 1996
- Presenter, ASA Conferences, 1995, 1996, 1997
- Presenter, 1st International Conference, Prevention: The Key Health for Life, 1994
- Presenter, 4th International Congress on Physical Activity, Aging and Sports, Heidelberg, Germany, 1996

| | |
|---------|-------------------|
| 1-25 | Top 25 DMAs |
| 26-75 | Size 26-75 DMAs |
| 76-125 | Size 76-125 DMAs |
| 126-208 | Size 126-208 DMAs |

Demographic Breakdown of DMAs

SIT AND BE FIT

Airings

8

PHOTO GALLERY



Mary Ann uses a chair, towel, weights, and a ball to show us that exercise can be fun and effective at the same time! Her daughter, Gretchen, joins her to demonstrate seated modifications of standing exercises!



Not Sitting Still

Mary Ann Wilson keeps working out in her chair

BY LEAH SOTTILE



Mary Ann Wilson hosts *Sit and Be Fit* at Spokane's KSPS. YOUNG KWAK PHOTO

Mary Ann Wilson is the kind of person you want to spill your heart to.

I'm 20 minutes late for our interview — there are too many Starbucks locations in this town — but Mary Ann still greets me with a smile, warmly touching my arm with sincere “it’s all right” understanding.

It’s a quality that people around the country love about Mary Ann. She’s been coming into homes from Amarillo to Allendale, Topeka to Toledo. She’s the host of the popular stay-at-home senior fitness program *Sit and Be Fit* — a show that she creates and films right here in Spokane. It’s broadcast to an estimated 66 million televisions nationwide. With 260 episodes and 27 workout products, Wilson has become something of an icon.

After years of working as a post-polio nurse at a Veterans Administration hospital in California, Wilson left her job to be a full-time mom. But when her husband died, Wilson went through a slow grieving process.

“I started taking this aerobics class,” she says. “It really got me through a lot of the emotional upheaval.

For one whole hour I just had to think about my body and just watch the instructor — it kind of saved my life.”

“[My instructor] called me one day and said, ‘You know what, I’m sick. If I sent the records’ — that’s when we still did classes with records — ‘Could you please lead it?’” She stops to hold her head, laughing. “And I said, ‘No! Absolutely not!’ I’m terribly, terribly shy.”

Later, Wilson found herself kicking around the idea of being an instructor — and she asked the same instructor if she could teach her how.

“She just about fell over,” she says, still laughing.

After becoming certified, Wilson started taking her classes to senior centers. “I’d go to senior centers and see such marvelous things happening,” she says. “People would come up to me and say, ‘Look at my hands, I can write my grandkids. I can turn and look over my shoulder when I get out of the driveway.’”

Wilson began to realize that not only had exercise improved her life, but she was now seeing the ways it was improving the lives of others.

And she couldn’t just stop there.

“I realized I could make people feel so much better,” she says. And so the idea of *Sit and Be Fit* was hatched: Wilson aimed to create a workout program not just for seniors, but also for those living alone. Or for people with disabilities.

“This would be a wonderful way to make them feel important, to feel better mentally and physically,” she says.

But not everyone shared her vision. Once she devised the idea for *Sit and Be Fit*, Wilson went to one television station after another with it. “They kind of sat there and listened to the story and said, ‘Well, that’s very nice,’” she says.

Bill Stanley, then the program director at KSPS, got it. “He listened. He really listened,” she says. “They really took a chance — an exercise program in a chair? I mean, come on. I really do credit them for their vision — they really shared that with me. I really needed someone to see the same things that I saw.”

Nine months later, in July 1987, Mary Ann Wilson had transformed from an aerobics class wallflower to the host of her very own television show.

Today, *Sit and Be Fit* is a team effort of employees, production assistants and interns. But Mary Ann and her initial mission are still the life and breath of the show.

With the help of her daughter, Wilson consults with physical therapists, doctors and specialists in preparation for each show to devise her exercises. Some episodes deal with specific muscle groups. One episode concentrates on improving the range of shoulder motion; another episode focuses on the abdominal core.

But Wilson uses the 30 minutes that she has with her viewers efficiently, covertly slipping in visualizations, brain exercise — even safe driving tips. Each episode is jam packed with finger exercises, stretching and strength training. Wilson makes everything seem easy — most of the exercises in *Sit and Be Fit* are done using dishtowels, small balls and other tools that anyone would have around the house.

“We get some feedback it looks a little like tai chi, and some say it looks like yoga. I get ideas from everywhere; I get ideas from my own shows!” she says. “Ideas are always percolating. It can be a kids’ tap-dancing program — I’ll think, ‘Oh yeah, that can be a great exercise.’ Or if I watch a parade, or even *Dancing With The Stars!*”

On *Sit and Be Fit*, Wilson is hardly all gym-talk and trainer-speak. She’s exactly the same in person as on camera: demure, polite and neighborly.

You just want to hug her. ■

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