

# SIT AND BE FIT

## Health and Fitness Television Series

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# SIT AND BE FIT CELEBRATES 20 YEARS ON PUBLIC TELEVISION

*"I am in a wheelchair and I have been using SIT AND BE FIT for several months to strengthen my legs in order to stand with my son for the mother-son dance at his wedding. Well, I DID IT!!! To many tears and applause from my family and friends, my son pulled me up, I put my arms around his neck, and we swayed back and forth to the song Sunrise Sunset. Thank you so much for this beautiful moment in time."*

**Viewer, Linda N.**

*"SIT AND BE FIT has long been a major part of our community mission. We designed an entire physical education class around this series. It's been several years since we began this program and it continues to be one of our favorite distance learning courses for physical education."*

**Program Director, Steve Opson  
San Mateo, CA**

*"My goodness, has it been twenty years already! Well, SIT AND BE FIT may have aged, but Mary Ann Wilson just continues to be in great shape as she leads thousands of her followers on the road to simple fitness. Mary Ann's passion for this program and the benefits it can bring to the people who do the exercises are extraordinary. It takes a special person who believes in what they are presenting to people and Mary Ann is that person. Cards and letters from all over the country will attest to that--they love her and they love SIT AND BE FIT."*

**Programming Consultant, Bill Stanley  
Spokane, WA**

*"A few months ago, I was surfing the channels on TV, and found SIT AND BE FIT on channel 20. Your program has brought me a better physical and mental attitude. I'll keep watching you, and you keep up the good work. You are my friend and help."*

**Viewer, Edna Y.  
Blue Island, IL**

*"Mary Ann Wilson is to be applauded for all that she does to motivate and inspire homebound individuals to improve their health and functional fitness. Mary Ann's relaxed yet professional style comforts viewers and assures them that they are cared about. It is a comfort to know that the exercises included in the show are selected with the older viewer's needs in mind. Every aspect of the SIT AND BE FIT organization is compassionate and competent from the way the phone is answered to the easy-to-read newsletters."*

**Dr. Karl Knopf  
Los Altos Hills, CA**

# 900 SERIES OVERVIEW

## 900 SERIES FACT SHEET & EPISODE SUMMARY

Program Title:	SIT AND BE FIT HEALTH AND FITNESS SERIES #900
Producer/Host:	Mary Ann Wilson, RN
Length:	20 half-hour shows
Category:	How to-, Health and Fitness
Release Date:	September 24, 2007
Distributed By:	NETA
Program Description:	The new SIT AND BE FIT #900 Series focuses on living longer, stronger and healthier. The 20 half-hour episodes include a variety of exercises and exercise strategies aimed at improving function. Program host, Mary Ann Wilson, RN integrates up-to-date research on exercise physiology with creative choreography to teach viewers simple, fun ways to make exercise a part of their daily lives. Her warmth and encouragement effectively reach out to viewers of all ages and fitness levels. <i>SIT AND BE FIT</i> programs are designed to balance out the body with a focus on core strengthening and exercises to improve flexibility, balance, strength, agility, circulation, range of motion, and coordination. Programs also emphasize proper breathing and postural alignment.
Website:	<a href="http://www.sitandbefit.org">www.sitandbefit.org</a>
Underwriters:	HDIS; Exerstrider; Touchmark
Feed Info:	Monday-Friday, beginning September 24, 2007, 0900-0930/513 NOLA CODE: SBTF 0900K1
Closed Captioned:	Yes
Contact:	Cary Balzer, KSPS-TV, 1-800-735-2377
Video/DVD:	For information on DVDs, videos and audiotapes, including specialty videos for chronic conditions such as arthritis, or for a complementary copy of the SIT AND BE FIT newsletter, please write: SIT AND BE FIT, P.O. Box 8033, Spokane, WA 99203 or call (509) 448-9438 or visit us on our website at <a href="http://www.sitandbefit.org">www.sitandbefit.org</a> .
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. Contact Cary Balzer at (509) 354-7800.
Target Audience:	SIT AND BE FIT specifically targets adults 55 years and older and individuals with chronic conditons or physical limitations.

# 900 SERIES EPISODE SUMMARY

**#901 TAI CHI MOVEMENTS:** Tai Chi, an ancient form of Chinese exercise, has been shown to enhance balance, posture, and breathing. Mary Ann uses Tai Chi to focus on improving balance.

**#902 TOWEL & RUBBER BAND:** Mary Ann uses a towel and rubber band to strengthen the hands and fingers.

**#903 EVERYDAY LIVING EXERCISES:** Mary Ann demonstrates exercises you can do throughout the day to help maintain quality of life and independence.

**#904 HAND STRENGTHENING:** Mary Ann demonstrates exercises to improve mobility of fingers and hands. Hand specialist, Julie Paull, OT, also shares tips on preparing your hands for exercises.

**#905 EFFICIENT BREATHING:** Mary Ann focuses on breathing more efficiently throughout her exercises to improve overall health.

**#906 POWER UP WITH WEIGHTS:** As we age, we lose five to seven pounds of muscle tissue every 10 years, which negatively affects our metabolism and bone density. This workout strengthens the entire body with fun, safe weight exercises.

**#907 BACK STRENGTHENING:** Mary Ann uses a ball to improve range of motion and strengthen back muscles that provide support.

**#908 BASICS OF MOBILITY DYNAMIC BALANCE & AGILITY:** The ability to maintain balance is a motor skill that needs to be practiced. Mary Ann incorporates creative exercises to help achieve this goal.

**#909 REACTIVE TRAINING:** Mary Ann demonstrates a variety of reactive training exercises throughout the program. This workout starts with shoes off to increase awareness and balance of the lower body.

**#910 CIRCULATION:** Two circulation exercises make this a great workout to get blood flowing through the body and a weight routine helps to strengthen the muscles and bones.

**#911 BALANCE & COORDINATION:** Balance and coordination are essential for functional fitness. A small ball is used to improve these important skills.

**#912 POSTURE & COORDINATION:** Mary Ann uses a large ball to help improve posture and a small ball to help improve coordination.

**#913 CORE STRENGTHENING:** This program features exercises for the back, abdominal, gluteal, and upper leg muscles to stabilize the body's core.

**#914 MULTISENSORY-TACTILE TRAINING:** This episode focuses on improving balance and mobility. Finger and weight exercises are used to help coordinate head-eye movements and facilitate stimulation.

**#915 THE MECHANICS OF GOOD POSTURE:** This workout focuses on a variety of exercises designed to increase postural awareness and correct poor postural habits.

**#916 LEG STRENGTHENING:** Strong lower body muscles translate into greater mobility. This episode concentrates on exercises to strengthen the legs.

**#917 EXERCISE BANDS: ANOTHER FORM OF RESISTANCE:** Mary Ann emphasizes the importance of proper technique when using elastic resistance as another way to strengthen muscles.

**#918 FOCUS ON ARTHRITIS:** This is a great workout for anyone, but the exercises are especially designed for those who have arthritis.

**#919 UPPER BODY STRENGTHENING:** Arm strength and endurance are needed for many everyday activities. Shoulder range of motion exercises are followed by strengthening movements.

**#920 UPPER BODY FLEXIBILITY:** Many daily activities are limited by poor upper body flexibility. Mary Ann uses a towel and band to help improve upper body flexibility.



# ABOUT SIT AND BE FIT

**S**IT AND BE FIT is a non-profit organization that produces North America's award winning health and fitness television 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 67 million U.S. households annually.



## Our Mission

**S**IT AND BE FIT is committed to improving the quality of life for aging adults, physically limited individuals, and those managing chronic conditions. Through medically-based, safe, and effective exercises, SIT AND BE FIT actively promotes functional fitness, healing, and independence.



## Why SIT AND BE FIT Works

- *SIT AND BE FIT* offers medically-based, effective exercises to viewers in the comfort of their homes.
- Viewers feel a personal relationship with Mary Ann and consider her their exercise partner.
- The television series improves the health and wellness of its viewers.
- *SIT AND BE FIT* is fun! Through careful selection of music and the incorporation of innovative movements, Mary Ann makes every routine accessible and enjoyable.



# AWARDS

2007

## NATIONAL MATURE MEDIA AWARDS

### ©MERIT AWARD

#### *THE DIABETES WORKOUT*

Category: Video (Educational/Training Program)

Honoring the best in advertising, marketing and educational materials for older adults.

2005

## NATIONAL HEALTH INFORMATION RESOURCE CENTER

### ©GOLD AWARD

#### *THE BALANCE & FALL PREVENTION WORKOUT*

Category: Health Promotion/Disease & Injury Prevention

The Health Resource Center recognizes the nation's best consumer health information programs and materials.

2005

## NATIONAL MATURE MEDIA AWARD

### ©BRONZE AWARD

#### *THE BALANCE & FALL PREVENTION WORKOUT*

Category: Educational Training Program

An expert panel from the Mature Market Resource Center judges media programs and products.

2002

## FREDDIE AWARD

### © FINALIST

#### *SENIOR FRIENDS FOCUS ON FITNESS*

Category: Geriatric, honoring the best in international health and medical films.

1997

## NATIONAL HEALTH INFORMATION

### © GOLD AWARD: *ALL-SITTING VIDEO*

### © GOLD AWARD: *TONE & STRETCH IV*

Category: Health Promotion / Disease & Injury Prevention

The Health Information Resource Center recognizes the nation's best consumer health information programs and materials.

1997

## FITNESS EDUCATORS OF OLDER ADULTS ASSOCIATION

### © FITNESS EDUCATOR OF THE YEAR

Fitness Educators of Older Adults Association recognizes exercise educators who make a difference in senior fitness.

1997

## THE AMERICAN SOCIETY ON AGING

### © SMALL BUSINESS OF THE YEAR AWARD

American Society on Aging recognizes exemplary business programs, products or services which meet the needs of older people and their families.

2006

## NATIONAL MATURE MEDIA AWARDS

### ©MERIT AWARD

#### *THE FIBROMYALGIA WORKOUT*

Category: Video (Educational/Training Program)

Honoring the best in advertising, marketing and educational materials for older adults.

2006

## NATIONAL HEALTH INFORMATION RESOURCE CENTER

### © MERIT AWARD: *THE FIBROMYALGIA WORKOUT*

### © MERIT AWARD: *OSTEOPOROSIS II WORKOUT*

Category: Health Promotion/Disease & Injury Prevention

The Health Resource Center recognizes the nation's best consumer health information programs and materials.

2003

## TODAY'S CAREGIVER MAGAZINE

### © CAREGIVER FRIENDLY AWARD

#### *THE CAREGIVER'S GUIDE TO EXERCISE*

Awarded for outstanding media created with the needs of caregivers in mind.

2001

## NATIONAL MATURE MEDIA AWARD

### © BRONZE AWARD

#### *ALL AMERICAN WORKOUT VIDEO*

Category: Educational Training Program. An expert panel from the Mature Market Resource Center judges media programs and products.

1998

## HEALTH PROMOTION INSTITUTE OF THE NATIONAL COUNCIL ON AGING

### © BEST PRACTICES AWARD

The Health Promotion Institute of the National Council on the Aging recognizes the "Best Practices" in Health Promotion and Aging.

1997

## CONSUMERS DIGEST

### © "BEST BUY" RECOGNITION OF EXCELLENCE AWARDED TO SIT AND BE FIT VIDEOTAPES

The editors of Consumers Digest Magazine awarded SIT AND BE FIT videotapes "Best Buy" in recognition of excellent value in the marketplace.

1996

## PARENTS' CHOICE FOUNDATION

### © PARENTS' CHOICE HONORS

#### *KIDS' WORKOUT VIDEO*

The Parents' Choice Foundation recognizes excellence in products for children.

# 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 the television program *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, twenty years later, *SIT AND BE FIT* remains a feature “how-to” program on public television.



Mary Ann is the creator and host of 240 nationally syndicated television episodes and 27 home video 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 manuals, and has been featured as a guest columnist in health and aging publications. 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 the Aging)

Member, SFA (American Senior Fitness Association) National Advisory Board

Member, FEOAA (Fitness Educators Of Active Adults )

Member, IDEA (International Dance Exercise Association)

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, Physical Activity, Aging and Sports,  
Heidelberg, Germany, 1996



# SIT AND BE FIT

## *Impacting the lives of aging adults*

*"I wanted you to know how much I love your show. I started watching it about a month ago and I feel better. I stand up straight and I started to walk at least three times a week. I was a real couch potato and now I want to do things where before everything was a chore. I also sleep better and my mood is better. Things don't irritate me as easily as before. I hope your show stays on the air for a long time."*

**Peggy E.**  
**Alameda, CA**

*"I accidentally came to discover the Sit and Be Fit program and it has proved to be one of the best things that has happened for my health and well-being. After just a month-and-a-half of doing the Sit and Be Fit exercises I have found that my body is getting stronger and more flexible and that my posture has really improved. And all those small but annoying aches and pains are virtually gone."*

**Mauilea P.**  
**Menlo Park, CA**

*"I am 81 in good health and taking no medication. When I first "discovered" SIT AND BE FIT about one year ago, I considered it elementary with such simple movements. As time moved on I've become addicted, realizing every muscle of the body moves during the half hour- so beneficial especially to the elderly or inactive person. In my estimation SIT AND BE FIT is among the few truly worthwhile programs coming from our TV screen."*

**Sylvia A.**  
**Newland, NC**

*"Fridays are special days for me because I am able to start the day exercising with you while watching your program on KAET. Every part of my body, from the tips of my toes to my head, moves during a session with you. There are many individuals who would like to participate in some type of exercise program and you offer something for everyone. After a session with you, I feel relaxed and ready to start the day! Many thanks for providing your viewers with an excellent, diversified exercise session."*

**Marjorie D.**  
**Tempe, AZ**

*"A few months ago, I was surfing the channels on TV, and found SIT AND BE FIT on channel 20. Your program has brought me better physical and mental attitude. I'll keep on watching you, and you keep up the good work...you are my friend, and help."*

**Edna Y.**  
**Blue Island, IL**

*"I have watched "Sit and Be Fit" faithfully at 6:30 am Monday through Friday in the past two years. You have given me the inspiration to start a new career (at sixty years of age) which I am finding to be so rewarding and fulfilling. I am teaching five classes a week at two convalescent hospitals. Thanks to you, I have learned new movements and routines which I am incorporating in my classes- your enthusiasm is contagious!"*

**Elena K.**  
**Las Celtas Hills, CA**

*"Thank you for being there to help me cope with the stresses of the day, to help me relax, feel healthy again, and be fit at the same time!!! You're wonderful. I hope this show stays on the air forever!!!"*

**Linda T.**  
**Melbourne, FL**

*"Just wanted to tell you how much I enjoyed your program. I feel so much better- you have helped get some of my lazy bones working again. Hope to see you each day for many more years. Keep up the good work and continue to give us that lovely smile."*

**Margaret S.**  
**Port St. Lucie, FL**

*"SIT AND BE FIT is the best thing that has happened to exercise programs in a very long time. Few of us enjoy exercising alone and the fact that Mary Ann Wilson makes you feel that she is in your home - it's like actually exercising with someone. She is terrific and I think the program is not only enjoyable but most helpful to thousands. I know of no other exercise program that comes even close to it."*

**Mollie C.**  
**Edmonton, Alberta**

*"For quite a few years now I have been exercising with Mary Ann Wilson and Sit and Be Fit. She is a delight. You cannot help but feel better after watching her and imitating her moves. I have told quite a few friends about Sit and Be Fit and they are also watching now. Keep up the program."*

**Therese B.**  
**Skokie, IL**





Contact: Kim Edwards (509) 448-9438  
Kim@sitandbefit.org  
www.sitandbefit.org

## **FOR IMMEDIATE RELEASE**

### **NEW SIT AND BE FIT SERIES RELEASED**

In October 2007, twenty new half-hour *SIT AND BE FIT* episodes were distributed to PBS stations, totaling 240 episodes currently being aired through the national public television network. In addition to producing twenty new episodes, SIT AND BE FIT produced an updated arthritis specialty workout and six workplace segments for the Washington Health Foundation to stream on its website.

### **WINNER OF 18 NATIONAL HEALTH AWARDS**

SIT AND BE FIT has recently been awarded the 2007 National Mature Media Award for the *Diabetes Workout*. The National Mature Media Awards honor the best in advertising, marketing and educational materials for older adults. This award marks the 18th national award recognizing SIT AND BE FIT for quality programming.

### **SIT AND BE FIT RANKS HIGH ON PBS DAYTIME TELEVISION**

The Corporation of Public Broadcasting (CPB) released a report in 2006 that reveals the popularity of the Spokane, Wash. based television exercise series *SIT AND BE FIT*. *Open to the Public*, the CPB annual report to Congress, states that *SIT AND BE FIT* received the most comments from PBS viewers between 2002 and 2003, outranking all other PBS programming. Remarks made by viewers about *SIT AND BE FIT* were largely requests for the program to be carried on more local stations. Findings echo viewer responses collected through an independent online survey posted on the SIT AND BE FIT organization website.

### **ABOUT THE SIT AND BE FIT ORGANIZATION**

SIT AND BE FIT is a non-profit organization that produces the health and fitness television series *SIT AND BE FIT*. SIT AND BE FIT is committed to the healthy aging of seniors and actively promotes functional fitness, healing, and independence. The organization has produced their media-based television series since 1987. The program has been broadcast regularly on PBS stations to over 67 million U.S. households annually.

*\*Photos available upon request.*

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# SIT AND BE FIT

## Adults Exercise for Basic Function

By Cynthia House Nooney

It's no secret that America is aging. By the year 2035, one in six Americans will be 65 or older, says John Celestino, PT, GCS, OCS, MTC, CSCS, director of Whitworth Physical Therapy in Spokane, Wash. Celestino treats patients for a variety of orthopedic issues including hip and knee replacements, back pain, shoulder problems, and neurological conditions such as multiple sclerosis (MS) and stroke. "I've worked in this field for 27 years because there is a great need for geriatric clinical specialists — which is only going to increase as Americans age and play," he says.

It's also no secret that exercise is beneficial throughout all stages of life, including the golden years. "The key with older adults, however, is performing correct exercises without causing harm," he says.

Celestino says one of the best exercise programs for seniors is the *SIT AND BE FIT* (SBF) television series and workout videos. Conceived more than 20 years ago by Mary Ann Wilson, RN, a nurse specializing in geriatrics who also taught aerobics, the product provides a "variety of exercises aimed at improving function," says Gretchen Paukert, producer and development director for SIT AND BE FIT, a nonprofit organization whose products target adults 55 and older.



*Mary Ann Wilson, RN is the creator of SIT AND BE FIT, a television exercise program and series of home exercise videos designed for seniors.*

The primary focus of each SBF 30-minute exercise program is to balance out the body with a focus on core strengthening and exercises to improve flexibility, balance, strength, agility, circulation, range of motion, and coordination.

Prior to production, each SBF program is thoroughly researched by a team of physical therapists, physicians, and exercise specialists.

John McKinnon, MA, PT, OCS, clinical director of Four Seasons Therapy in Spokane, Wash. says he frequently refers patients to SBF videos. "We have a selection on hand that we lend out. They're a perfect PT follow-up for many patients. I'm

glad someone like Wilson created this product, and that it's safe."

Valerie Wang, PT, at St. Luke's Rehabilitation Institute, also in Spokane applauds Wilson. "She doesn't pretend to be an expert; she seeks appropriate expertise to create a safe product for a large audience. She is humble and modest and that comes across to viewers, which is why she's successful," Wang says.

—  
*Cynthia House Nooney is a freelance writer for Today in PT.*



# SIT and be FIT<sup>TM</sup>

with Mary Ann Wilson



Using a towel, Mary Ann demonstrates how to increase range of motion.



Weights are used throughout the series to build upper body strength.



Mary Ann uses resistance bands to help build upper and lower body flexibility.



Participants follow Mary Ann as she leads them in a variety of exercises designed to improve driving skills.



Mary Ann poses with participants, including celebrity guest Frank "Uncle Frank" Potenza (in yellow shirt) of ABC's Jimmy Kimmel Live!

# MEET OUR 900 SERIES SPONSORS



HDIS was founded in 1986 with the purpose of making incontinence products convenient, affordable, and discreet to purchase. HDIS fulfills its mission by delivering high quality bladder control products directly to customers' doors in discreet packaging.

With one simple phone call, customers are put in touch with a friendly, knowledgeable HDIS Customer Care Representative. Representatives share their expertise while answering questions and helping customers decide which products fit their personal needs.

Exerstrider was founded in 1988 by CEO Tom Rutlin. Rutlin's pioneering work in fitness walking with specially designed poles has changed the way that many health conscious people choose to walk.

Using Exerstrider poles engages the abdominal, back, arm, shoulder, chest, and core strength muscles with each stride and transforms walking into a simple, health-enhancing total body exercise. Using poles can also improve balance and posture, build more fitness in less time, and make walking more fun and motivating.

Touchmark has been a leader in the retirement industry for the past 22 years. Touchmark offers resort-style living accommodations that cater to a generation of engaged, active adults seeking community, connection, choice, comfort, and convenience.

Through a commitment to blending comfortable accommodations and supportive environments, the Touchmark mission emphasizes personal wellness, social interaction, and intellectual fulfillment for residents.

## **HDIS**

9385 Dielman Industrial Dr.  
Olivette, MO 63132  
1-800-2MY-HOME  
[www.hdis.com](http://www.hdis.com)

## **Exerstrider Products Inc.**

PO Box 3087  
Madison, WI 53714  
1-800-554-0989  
[www.exerstrider.com](http://www.exerstrider.com)

## **Touchmark**

5150 SW Griffith Drive  
Beaverton, OR 97005  
1-800-259-2995  
[www.touchmark.com](http://www.touchmark.com)