



SIT AND BE FIT

Health and Fitness

Television Series

Press Kit Contains:

800 Series Fact Sheet
800 Series Episode Summary
About SIT AND BE FIT
Host/Producer Biography
Awards
Testimonials
Photo Composite
Articles

Awards received by SIT AND BE FIT and Mary Ann Wilson, RN

2005

**NATIONAL HEALTH INFORMATION
RESOURCE CENTER
©GOLD AWARD**

THE BALANCE & FALL PREVENTION WORKOUT

Category: Health Promotion / Disease & Injury
Prevention Information

The Health Information 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.

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.

2000

**ST. FRANCIS MEDICAL CENTER
SCHOOL OF NURSING**

© OUTSTANDING ALUMNI AWARD

Francis Medical Center School of Nursing selects an alumni who has made an outstanding contribution in community service nursing science.

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

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.

2002

FREDDIE AWARD

© FINALIST

SENIOR FRIENDS FOCUS ON FITNESS

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

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 THE AGING
© BEST PRACTICES AWARD**

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

1997

**NATIONAL MATURE MEDIA AWARD
©MERIT AWARD**

THE CAREGIVER'S GUIDE TO EXERCISE VIDEO

Category: Educational Training Programs
An expert panel from the Mature Market Resource Center judges media entries on creativity, quality, and overall excellence.

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.

1996

**PARENTS' CHOICE FOUNDATION
© PARENTS' CHOICE HONORS
*KIDS' WORKOUT VIDEO***

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

Mary Ann Wilson, RN



Ms. Wilson is the originator and host of public television's *SIT AND BE FIT*[™], the half-hour exercise program designed for older adults and anyone needing slow gentle movement. Her experience as a registered nurse, specializing in rehabilitation, post-polio care, and geriatrics has given her the background to become an internationally recognized expert in the area of senior fitness. Ms. Wilson is certified by the *American Council on Exercise* and is a member of the *American Society on Aging*, the *Society for Public Health Education*, and the *National Council on the Aging*. She also serves on the National Advisory Board for the *American Senior Fitness Association*, and is a Region 10 delegate to the *Health Promotion Institute* on the *National Council on the Aging*.

In the past nine years, Ms. Wilson and *SIT AND BE FIT* have won 13 national awards. The latest recognition is the 2005 Gold award from the National Health Information Awards and a Bronze award from the Mature Market Resource Center for *The Balance & Fall Prevention Workout*.

In addition to her exercise series, she is a widely read columnist on senior health matters and gives lectures across the United States on topics relating to senior fitness, care giving, and workplace wellness. Ms. Wilson has produced 22 exercise videos and has written two manuals on caregiving issues.

ABOUT SIT AND BE FIT™

Our Mission

SIT AND BE FIT is committed to improving the quality of life of older adults, physically limited individuals and those managing chronic conditions through medically based, safe, effective exercises. These exercises 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.

The SIT AND BE FIT Television Series

SIT AND BE FIT produces North America's award-winning health education and exercise television series, *SIT AND BE FIT*. The program is created and hosted by Mary Ann Wilson, RN. *SIT AND BE FIT* has been airing since 1987 on PBS stations and is currently broadcast to over 58 million U.S. households annually.

SIT AND BE FIT Success Factors

- The program is designed by a team of medical and health professionals and is rooted in exercise physiology and up-to-date research in the fields of senior fitness and rehabilitative exercise.
- SIT AND BE FIT* offers a gentle and effective in-home exercise program to a segment of the population that does not have access to other exercise options.
- Program Host, Mary Ann Wilson, has a gracious and caring personality that creates a feeling of personal relationship and friendship with the viewing audience.
- SIT AND BE FIT* is designed to be fun through a careful selection of music and innovative movements that make exercising enjoyable.
- The television series has earned a loyal following due to its effectiveness in profoundly improving the health and wellness of television viewers and program participants.

#800 Series Episode Summary

The new SIT AND BE FIT #800 Series focuses on living longer, stronger, and healthier with a variety of exercises and exercise strategies aimed at improving *function*. Program host, Mary Ann Wilson, RN integrates up-to-date research on exercises physiology with creative choreography to teach viewers simple ways to make exercise part of their daily lives. Her warmth and encouragement effectively reach out viewers of all fitness levels from the physically frail to the physically active.

Each half hour episode in the new 20 program series revolves around a theme and incorporates goal setting challenges and daily challenges designed to break sedentary behaviors. An emphasis on everyday living exercises and behavior-intervention exercises help viewers integrate healthy lifestyle choices into everyday activities.

All SIT AND BE FIT programs are designed to balance out the body with focus on core strengthening exercise and improving: strength, agility, circulation, range of motion, and coordination with an emphasis on proper breathing and postural alignment. Each program closes with a short relaxation segment and a motivational habit-building statement.

#801

THE MECHANICS OF GOOD POSTURE

Mary Ann demonstrates several ways to improve posture and spinal alignment. A variety of breathing exercises designed to strengthen the postural muscles are introduced in unique combinations.

#802

BUILDING YOUR CORE

Weak back and abdominal muscles increase the load on the spine, can cause an abnormal tilt of the pelvis, and increase the strain on the back muscles. Lack of flexibility in the core muscles can also restrict movements, such as rotating and bending. This program features exercises to build a strong core.

#803

POWER UP WITH WEIGHTS

As we age we lose 5 to 7 pounds of muscle every 10 years, which has a negative effect on our metabolism, bone density, and the overall ability to carry out daily activities. Mary Ann, an advocate of slow, gradual progression, introduces the safe use of weights.

#804

EXERCISE BANDS: ANOTHER FORM OF RESISTANCE

Mary Ann emphasizes the importance of proper technique when using elastic resistance as another way to strengthen muscles. Elastic exercise bands are used in innovative ways, incorporated into routines for both upper and lower body strengthening.

#805

WORK UP TO WALKING: Gait Strategies

Although walking is an activity we do everyday, it is important to learn to do it correctly. This episode will focus on increasing circulation, strengthening exercises for the knees, hips, and back, proper posture, foot placement, and ankle joint flexibility.

#806

BASICS OF MOBILITY, DYNAMIC BALANCE AND AGILITY

The ability to maintain balance is a motor skill that needs to be practiced. Mary Ann incorporates a wide range of innovative exercises to achieve that goal.

#807

TAI CHI MOVEMENTS

Tai Chi, an ancient form of Chinese exercise, has been shown to enhance balance, posture, and breathing. This episode includes exercises from the practice of Tai Chi.

#808

LEARNING HOW TO BREATHE

Breathing is one of those activities that we do unconsciously and take for granted. Mary Ann provides a wide variety of breathing exercises throughout this episode. Emphasis is placed on a variety of breathing methods: diaphragmatic breathing, intercostal breathing, and pursed lip breathing. Methods for using the breath for relaxation and revitalization are integrated.

#809

EVERYDAY LIVING EXERCISES

Incorporating exercise into your daily routine is an essential element to keeping you functionally fit. By making exercise part of your lifestyle, you will maintain your quality of life and independence. This episode will demonstrate moves that help improve range of motion, upper and lower body flexibility, and strength.

#810

UPPER BODY STRENGTHENING

Arm strength and endurance are needed for every day activities like carrying groceries, lifting grandchildren and doing household and yard chores. Shoulder range of motion exercises are followed by strengthening movements, which are performed without resistance. Exercise band and weights are added later to the workout.

#811

LOWER BODY FLEXIBILITY

Lower body flexibility is needed for dressing, bending down to pick something up from the floor, and getting out of the bathtub. Mary Ann uses a towel and a variety of exercises to improve the ability to perform the everyday activities that require lower body flexibility.

#812

LOWER BODY STRENGTHENING

How active you are depends on how well all the muscles in the lower torso work together. Strong lower body muscles translate into greater mobility. Mary Ann incorporates exercises specifically designed to strengthen the legs throughout the workout.

#813

UPPER BODY FLEXIBILITY

Many daily activities such as bathing and dressing are limited by poor upper body flexibility. Mary Ann creates some unusual exercises, using a towel and a ball to restore or improve flexibility.

#814

ARTHRITIS AND EXERCISE

There are over 100 forms of Arthritis and exercise plays a key role in relieving the pain associated with these conditions. Mary Ann uses slow, gentle movements, few repetitions, and demonstrates the best way to exercise during a flare-up and on good days.

#815

CULTURAL APPROACH TO EXERCISE

One of the most successful, motivational approaches to exercise draws on the traditions and music from a variety of cultures. Music therapists have become a part of the rehabilitation team in many environments. They incorporate music and drumming as an important part of therapy. This episode takes advantage of Native American rhythmic steps and stomps and Middle Eastern use of hand held rhythm instruments, such as “*toca shakers*” for tactile stimulation.

#816

EXERCISING THE MIND AND BODY

Recently there has been increasing evidence linking the mind and body to vibrant health. This episode will incorporate exercise movements that will revitalize the neuromuscular and cognitive pathways.

#817

MULTISENSORY TRAINING

This episode will introduce exercises that will improve the older adult’s ability to coordinate head and eye movements, which contribute to balance training and mobility.

#818

APPLYING LETTERS, SYMBOLS AND PATTERNS TO MOVEMENT

Specific movements patterns help focus awareness and direction for greater range of motion and strengthening. In this episode Mary Ann demonstrates innovative exercise strategies to viewers.

#819

SAFE DRIVING SKILLS

A variety of innovative exercises to encourage safe driving habits. An emphasis is place on neck and upper body range of motion, hand/eye coordination, lower body strengthening, flexibility, and exercises to strengthen peripheral vision.

#820

SMALL AND LARGE BALL EXERCISES

A 9-12 inch ball and a 1 ½ inch ball (about the size of a golf ball) are used in a number of exercises. These balls are especially helpful for anyone coping with diabetes, peripheral neuropathy, stroke, and arthritis, but anyone will benefit from these exercises.

SIT AND BE FIT™

Public Television *Programmers* Want More Episodes!

SIT AND BE FIT is one of the most regularly aired series on public television because of the unique exercise opportunity it offers the 60+ and physically impaired audiences.

Cynthia Zeiden, WYCC, Chicago, IL & KCSM, San Mateo, CA (415) 864-6305

"In my programming capacity at both WYCC-TV (1992-1995) and at KCSM-TV (1995-present), I have always regularly aired "SIT AND BE FIT." I feel that this series directly benefits more people than any other series aired on public television in the United States. The daily exercise and inspiration that the audience gets cannot be gotten anywhere else. I am proud to now be the Associate Producer of the 600 season."

Kirby L. McClure, KBDI, Denver, CO (303) 296-1212

"I wouldn't dare replace "SIT AND BE FIT." We have been airing this unique exercise program for the elderly and disabled for at least 10 years -- I think we've run it from the beginning. The heartfelt calls I get from viewers reinforce the series' importance and relevance to an audience niche."

Pete Miniscalco, WCEU, Daytona Beach, FL (904) 254-4415

"We never realized how much of an impact SIT AND BE FIT was having on our home bound and nursing home resident audience until we mistakenly took the show off the air. We were barraged with phone calls from viewers, viewer relatives and health care workers letting us know how much they enjoyed and depended on this program to 'get them going'. They all wanted us to bring the program back. After some difficult schedule rearranging, I'm proud to say SIT AND BE FIT is back on the air, four days a week, and being enjoyed by this very loyal audience. Glad to hear that a new program series is under consideration. Hope they will be available soon."

Carrie Corbin, WGVU, Grand Rapids, MI (616) 771-6666

"We air SIT AND BE FIT because it offers a valuable service to those in our community who may not be able to benefit from other exercise programs."

Sharon Kirkpatrick, WLAE, New Orleans, LA (504) 866-7411

"The foundation that owns WLAE also develops housing for the elderly. Your program helps to further our mission to serve the senior members of our community. SIT AND BE FIT provides our elderly viewers with an incentive to maintain flexibility and movement. As you know there are many other fitness programs, but few are tailored to this rapidly increasing segment of the broadcast market."

Mark Thomas, WVIA, Pittston, PA (570) 826-6144

"I never really knew just how popular SIT AND BE FIT was until the time I bumped it for a week during a recent pledge drive. I heard from a number of regular viewers who were upset that the show was not on and concerned that we might be taking it off the air. I will say that fans are looking for some new shows for the series and have been asking me when they will arrive."

SIT AND BE FIT™

“Here’s what Viewers are saying about SIT AND BE FIT™” (Unsolicited Testimonials)

“You and your program “Sit and Be Fit” were truly God’s angels to me during the first two months of home recovery after a bike-car accident. I found your program by “accident” and watched it every chance I could. When the pain of my badly broken leg and other body bruises were so bad that I didn’t want to make an effort to get up, I would put on a leg brace and hobble to the TV with crutches to watch your show. I would be so encouraged by you that I would attempt as many movements as I could from the bed. To the doctor’s amazement my leg is healing in several displaced areas. I credit a lot of the way I moved so fast to your program. It’s not just for senior citizens! May God continue to use you to heal!”

Lois R. Grand Rapids MI

“I address you as “friend” because you have done so much to enrich my life. At 65 I suffered excruciating pain in my left leg and hip. I was diagnosed with neuropathy. The doctors gave me no hope, only heavy medication for pain. I began to lose control of my legs, was forced to quit a part-time job and started to use a cane. One day flipping the TV channels I saw your program. I have been a regular viewer since that day. My improvement is unbelievable. Special thanks to Mary Ann Wilson for making getting better so enjoyable. Oh, yes, I am going back to work next week, and I have tossed the cane.”

Ruth A. Park Forest IL

“I have Chronic Fatigue Syndrome and Fibromyalgia. I could not even sit up when I first went to therapy. Your program is perfect. The exercises the therapists gave me are incorporated in your routines. I am now able to do the exercises you demonstrate standing up. I can control my pain by myself if I use your routines. Thank you for reaching those of us who need you whether we are old or young. I can go for a walk if I pace myself and rest along the way, but this does not reach the muscles I need to strengthen and release tension from. You are my answer. You have been a much needed program. Thank you, to all of those involved for recognizing the need.”

Sarah B. Edmonds, WA

“Thank you so much for this program. I wouldn't miss it. It has done more for me than anything I have tried. It has helped my hands, shoulders, neck, back, legs, everything that tightens up when you become 82 years old. After falling and three broken ribs, you can't believe what it has done for my legs and balance. The little director is super. We love her. Thanks again.”

Mrs. LaVon S. Salt Lake City, UT

SIT AND BE FIT™

“Here’s what *Professionals* are saying about SIT AND BE FIT™!” (Comments and Endorsements)

"The SIT AND BE FIT program is practical, effective and inspiring. It repeatedly makes the point that our bodies are our most precious possession. It is highly recommended."

Walter M. Bortz II, M.D.

**Clinical Associate Professor of Medicine
Stanford University, School of Medicine**

**Best Selling Author: *We Live Too Short and Die Too Long,
Dare to be 100 and Living Longer for Dummies***

"As a son, I am pleased to see a program that my mother enjoys so much. As a physician, the compliance she shows is gratifying. I am fond of saying that in rehabilitation there are two problems a patient may face -- the problem that brought them to me, and the problem they will get if they do not keep moving. Programs like yours provide optimism. They are a stepping stone for some and an end in themselves for others who would not otherwise exercise at all. Please keep up your efforts. You are making a difference."

Brian F. Boyle, MD

Specialist, Physical Medicine and Rehabilitation

4 Markvue Circle

Greensburg, PA 15601

"I feel this is a positive exercise program which is targeted to a certain population that has been excluded from previous exercise videos. Your progression and transitions are slow and steady and easily followed. Your attitude is positive and upbeat with good instruction and safety tips for proper exercise performance. This program is a definite plus on the market, and I will also recommend it to patients. We will use it in our clinic as a reference."

Susan Taylor, PT

Four Seasons Physical Therapy

West 1111 Wellesley

Spokane, WA

"I have appreciated your exercise program, Sit and Be Fit, for six years. I have worked in nursing homes for 12 years and part of my job is to provide exercise for the residents. The diversity in your exercises helps keep the daily routine of exercising fun. Your exercises help so much to maintain a quality program for the residents working with stroke, amputation, arthritis, Parkinson's, dementia of all levels, as well as age difference - 40's to 101. The exercises are so excellent. Thanks for being so dedicated to seniors. Exercising helps immeasurably improve the quality of their lives."

Janice Roberts, Activity Director

Encanto Palms Assisted Living

3901 West Encanto Boulevard

Phoenix, AZ