

# General Press Release for Park & Recreation

Contact:  
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[Date]

**FOR IMMEDIATE RELEASE**

## MEDIA ALERT

### **LifeTrail™--a Revolutionary New Approach to Fitness for Active Adults**

[City, State]- LifeTrail™ is a unique new product created to turn an active adult's daily walk into a more complete fitness program. Studies from the National Parks and Recreation Association show that adults are concerned about fitness and 75 percent believe that parks and recreation are essential to fighting obesity. In fact, a study of adults park use in five major US cities, found that 31 percent of the 55-65 age group were engaged in an exercise or sport activity, while 25 percent of the 66 and over group participated activities. And now the residents of [NAME OF COMMUNITY] have a way to stay in shape and improve their overall wellness. [NAME OF FACILITY] is the latest park to incorporate LifeTrail™ into its overall fitness and wellness programs.

Created by Playworld Systems® of Lewisburg PA, the premise for LifeTrail is simple: while the most common form of outdoor recreation among adults over the age of 50 is walking, walking alone does not make for a complete fitness routine. "LifeTrail was designed for use out-of-doors along existing walking paths," explains Ron Derk, Director of Sales and Marketing for Playworld Systems. "It encourages strengthening, flexibility and balance exercises in combination with a normal walking routine."