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## ***Sugi Health and Fitness Works to Prevent "Boomeritis"***

Pleasant Hill, CA – For years, Ofer and Amy Erez have helped people learn how to get fit and stay healthy without getting injured. But these days, as Baby Boomers turn 60, they are seeing a sharp increase in the number of people coming to see them for an alternative way to gain strength, flexibility, mobility and balance.

Ofer and Amy are co-owners of *Sugi Health and Fitness*, a Pleasant Hill-based health and fitness company, which has one mission: Help people learn how to live longer, healthier lives without hurting themselves in the process. And boomers *are* hurting themselves, as they are one of the first generations of Americans who are staying incredibly active despite their aging bodies.

In fact, between 1991 and 1998, sports-related injuries among baby boomers increased about 33 percent – translating into more than 365,000 hospital emergency room visits, according to statistics available from the U.S. Consumer product Safety Commission. This has become such a notable problem, that this year the *National Athletic Trainers' Association* and *American Academy of Orthopaedic Surgeons* have teamed up to launch a "Boomeritis Prevention" public service campaign.

Amy and Ofer Erez believe that campaign could not have come at a better time. "We increasingly tolerate more discomfort in life and ignore it,"

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explains Ofer Erez. "This actually escalates the aging process. Getting fit and staying healthy does not mean tolerating regular bouts of pain and discomfort."

An alternative approach is taking the time to learn the skills to move your body more efficiently and wisely, he adds. That is exactly what students of ***Sugi Health and Fitness*** quickly learn - there is a smarter method for improving performance while getting healthier and stronger.

Retired dentist Ken Teakle has been active throughout his life and played numerous sports, so when he retired, he joined a gym to "keep in shape". But as he expanded the weights or the pace of his workouts, he was revisited by some, if not all of his previous injuries.

"When I tried Sugi classes, I began to notice results from learning how to move easier and becoming more flexible," he explains. "The movements I ask my body to do seem to be much more fluid and my body no longer yells back at me as if to say stop.

"Today, my golf swing is more fluid, my golf ball travels 20 yards further and I can "throw" a fly line much further. I'm a happy camper. I didn't want to go out as a stooped over "old man" walking with short steps and no balance. I want to walk tall with my head up and good solid balance in my gait."

At ***Sugi Health and Fitness***, understanding each individual's unique needs and current state of fitness is a high priority, before instructors gradually introduce challenges and movements that allow the body to adjust to higher levels of performance.

"You really don't have to go to the gym to increase your strength, gain flexibility and improve your overall wellness," echoes Erica Ross-Krieger, Sugi student, success coach and author of *Seven Sacred Attitudes*.

“There is a much easier (and enjoyable) way to get and stay fit. The instructors at ***Sugi Health & Fitness*** will meet you at your current level of fitness, focus on what you want to achieve and concentrate on what is *right* (not what is wrong) with you. From there, they will help you build on your unique strengths.

“For those who have never considered alternative ways to improve health and fitness – be prepared to be surprised. There really is a gentler way to improve your health and live a longer, happier life.”

For boomers who want to get fit and improve with age, ***Sugi Health & Fitness*** offers the following tips:

- Start now.
- Give yourself 10-20 minutes a day for beneficial exercise.
- Doodle around and find comfort in action.
- Be kind to your body and it will be kind to you.
- Reduce your effort and increase the results.
- Notice the changes.
- Take your time and let things happen.
- Stay away from your limits.

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***Sugi Health & Fitness*** is located at 1924 B Oak Park Blvd., Pleasant Hill. For more information, please visit [www.SugiHealth.com](http://www.SugiHealth.com)