



2010

INDUSTRY INNOVATOR
AWARD WINNER

Sit Strong Systems



MEDIA RELEASE

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Sit Strong Systems, LLC wins a 2010 ICAA Innovative Solutions Award

Award recognizes products and services that support wellness for adults ages 50-plus

Hickory, NC – The International Council on Active Aging® (ICAA), an association that leads, connects and defines the active-aging industry, has selected Sit Strong Systems’ Fitness Chair to receive a 2010 ICAA Innovative Solutions Award. Previously known as the ICAA Equipment Innovator Award, the Innovative Solutions Award is a category in the ICAA Innovators Awards program. These annual awards honor those that are leading the way, setting new standards and making a difference in the lives of older adults. The ICAA Innovative Solutions Award specifically recognizes North America’s most creative wellness products and services for active older adults. These offerings target any or all of the seven dimensions of wellness (i.e., emotional, vocational, physical, spiritual, environmental, social and intellectual wellness).

Sit Strong Systems’ patented exercise chairs provide easily accessible physical therapy for patients at all levels of fitness. Hidden inside each beautiful, durable recliner are resistance bands, which provide smooth conditioning for a full body workout. It is a revolutionary concept that provides increasing levels of resistance for strength training. Unlike other exercise tools, resistance bands are easy on the joints, because the tension remains constant during the entire motion of the exercise. The bands are located in multiple locations on the chair, which provides resistance from various directions and works every major muscle group in the body. The chair can be used to aid a recovering rehabilitation patient, train an injured athlete, or serve as a home gym.

“Sit Strong Systems was established with one purpose in mind,” explains CEO David Bolick, “to provide multifunctional recliners and chairs that promote healthy lifestyles. Years of research in rehabilitation and fitness have resulted in a function meets comfort concept of beautiful, yet functional, convalescent chairs and recliners.”

“The active-aging industry is coming of age,” states Colin Milner, ICAA’s founder and CEO. “Just as older adults are redefining aging and industry professionals are redefining how to support client health and well-being, organizations that provide products or services are also redefining wellness solutions for this market.” Milner believes that these organizations have a key role to play in advancing active aging. “As more innovative products and services become available to the older population, people of all ages will enjoy greater opportunities to live fuller, healthier lives,” he stresses. “Sit Strong Systems’ Fitness Chair is a wonderful example of the creativity and excellence that drives the industry forward,” adds Milner. “ICAA congratulates Sit Strong Systems on this award-winning effort.”

Sit Strong Systems



As a recipient of the 2010 ICAA Innovative Solutions Award, Sit Strong Systems will receive a crystal award of recognition. In addition, an in-depth article about the Fitness Chair will appear in ICAA's flagship publication, the *Journal on Active Aging*®, in 2011. In the meantime, snapshots of this offering and other 2010 ICAA Innovators are available online at www.icaa.cc/awards/pressreleases.htm.

About the ICAA Innovators Awards program

Website: www.icaa.cc/awardsprogram.htm

Launched in 2003, the ICAA Innovators Awards program honors excellence and creativity in the active-aging industry. By recognizing organizations that have created cutting-edge programs, concepts and products encouraging wellness, ICAA highlights these innovative solutions for industry leaders and governmental organizations to learn from. Award-winners work on inspiring new directions in older-adult wellness. They not only give us a glimpse into trends shaping the future of older-adult health and wellness, they also give us hope that it is possible to solve the inactivity problem.

About the International Council on Active Aging (ICAA)

Website: www.icaa.cc

ICAA, an association that leads, connects and defines the active-aging industry, support professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging – an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness – and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organization and governmental bodies, including the US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), the US Department of Health and Human Services, Canada's Special Senate committee on Aging, and the British Columbia ministries of Health, and Healthy Living and Sport.

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