

A message from Paul Carrozza
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TEXERCISE: FITNESS AND NUTRITION FOR REAL LIFE

“As the owner of a business specializing in running shoes and apparel I’ve learned that motivating people to stay fit is a two-part challenge involving both body and mind. All of us want to look and feel better, and we know it takes regular physical activity to achieve these goals. Unfortunately, the energy to get moving is often in shortest supply among people who’ve been inactive the longest.

How do we break this self-defeating cycle? I believe the first step is to remove the intimidation factor from exercise. We must help people realize that physical activity is not about vanity or elite-level competition or “pushing yourself to the limit.” Instead, it’s a natural part of life and can readily be integrated into anyone’s daily work and family routine.

One of the best programs I’ve seen for promoting this real-life approach to fitness is the *Texercise* program created by the Texas Department of Aging and Disability Services.

Texercise provides information and resources that help people see fitness as a sustainable, enriching aspect of life that can be pursued at any age. Because Texans that are Baby Boom-age and older face some of the greatest risks from inactivity, *Texercise* focuses extra attention on this group. Yet there is no upper or lower age limit for *Texercise* participation. And many of the greatest benefits of physical activity are truly ageless:

- More mental and physical energy
- Greater self-esteem
- Lowered risk of depression
- Prevention of chronic health problems such as diabetes, high blood pressure, cardiovascular disease, obesity and bone-density loss...
- ...and simply looking and feeling your best!

Best of all, you can promote and take part in *Texercise* anywhere. No special equipment is required, and the interaction between age groups is not only possible but also strongly encouraged.

Find out today how you can incorporate *Texercise* into your home life, workplace, church congregation, school system or anywhere else. Read the materials in the enclosed packet, or visit *Texercise* on the web at www.texercise.com.

If you like what you see, remember: fitness activities are most enjoyable when pursued with others. Encourage your friends, family members, neighbors and co-workers to join you in *Texercising* your way to a healthier, more satisfying life.”



Paul Carrozza