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Press Release

FOR IMMEDIATE RELEASE:

Finding Funds for Older Adult Wellness Programs

Fresno, CA- Monday, February 22, 2010 Keiser Corporation and the Keiser Institute on Aging has developed a grant assistance guide on how to obtain funds in order to support your older adult facilities. Many community based groups that provide older adult health and wellness activities do not have the funds to purchase fitness equipment for their programs, which is why we have created and developed this interactive tool to use at your disposal.

The guide will help you understand how to find potential funders, and write a request for funding that includes fitness equipment. The information can be applied to writing any kind of healthy aging grant but the examples focus on writing a request for an older adult program that includes resistance training (RT) as a major program focus.

Included in the guide is a step-by-step plan on how to receive funding for your older adult facility. From identifying needs, searching for the funders, asking the question, to putting it all together all of your questions will be answered.

To access the "*Finding Funds for Older Adult Wellness Programs*" guide, simply go to www.keiser.com/ffoa and click on the link that says "Launch Interactive PDF".

For questions or assistance please contact the following:

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