

Sample PR used for Optimum Performance Rehab

PRESS RELEASE for IOWA:

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IT'S TIME TO SEE WHAT THE CRAZE IS ALL ABOUT!

Urban Poling aka Nordic walking is quickly becoming one of the fastest growing forms of fitness, worldwide. It's a low impact activity that allows users to burn up to 20% more calories and use up to 75% of their muscles, just by adding a pair of specialized poles to their walk. Mandy Shintani, occupational therapist, gerontologist and founder and Diana Oliver co-owner and managing director of Urban Poling Inc, are coming to Urbandale Iowa on Monday June 24th, 2019 to share the benefits of this easy and fun form of fitness and rehabilitation to your community!

As one of the first companies to bring Urban Poling to Canada, it is an international education centre and distributor of high performance Urban and ACTIVATOR poles which are found in over 700 retailers. It has been adopted as a therapy and fitness tool by more than 5,500 graduates of their training programs, including healthcare professionals and fitness instructors. ACTIVATOR poles developed for rehab clients, are quickly becoming a popular alternative to passive mobility devices such as canes and walkers and are revolutionizing rehabilitation.

"Canes require you to lean to one side and then hunch forward which can lead to all kinds of other health problems," says Lisa Dennis, an Ottawa-based occupational therapist. Whenever suitable, she prefers the ACTIVATOR[®] poles for her patients.

Dennis has several young male veterans as patients who have injuries sustained overseas or during training.

"These guys all love to exercise, but they say they'd rather sit at home than be seen using a cane. The rehab poles open up a whole new world for them. They are colourful and sporty-looking like fitness poles. This changes the users' perception from disability to ability."

Shintani echoes what Dennis and countless other healthcare professionals have asserted. Older adults with balance issues are also flocking to the poles.

"Awareness of ACTIVATOR[®] rehab poles have skyrocketed over the past few years. They are really revolutionizing the way therapists provide rehabilitation. People immediately stand upright with them instead of shuffling."

Come experience the benefits of Urban Poling on June 24 at Optimum Performance Physical Therapy. .

More about the company.:

Urban Poling Inc. is the largest Nordic walking pole company in Canada, with distributors in Ireland, the UK, Australia and recently in the USA. It is the only company whose training programs for fitness instructors and healthcare professionals are recognized by Canada's largest ten fitness organizations. The ACTIVATOR course has also been approved for Continuing Education Credits by the American College of Sports Medicine and the American Physical Therapy Association. The course will be offered in partnership with local physiotherapist and community ambassador, Jon Schultz of Optimum Performance Physical Therapy.