

Sample Press Release

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CHANGING THE WAY WE WALK

New Craze started with Town and Country Support Services

WINGHAM, ON – “We’ve never started a craze before, but that’s exactly what’s happening now. People stop me on the street to tell me how much they love urban poling,” says Cheryl Phillips, wellness supervisor with Town and Country Support Services.

The trend towards healthy, active, aging and a demand for low-cost exercise activities has created an upswing in walking to keep fit and active. Now walkers can take it up a notch and intensify their walk by urban poling.

Also known as Nordic walking, urban poling is a full-body, joint-friendly activity that exercises up to 75% of the body’s muscles. All that’s needed is a pair of therapist-designed poles to get you started. Whether you prefer city streets or country trails, there’s a pair of poles for you.

“We’ve run free demos in eleven different towns within Huron County since April, have completed over 12, four-week sessions since then and we’re still going strong,” says VandenHeuvel, wellness coordinator with Town and Country Support Services in Clinton. “We attracted easily over 150 new people – people from their 40s to their 80s.”

“We can’t keep up with the demand for classes,” says volunteer instructor Carol Phillips.

According to Mandy Shintani, an occupational therapist and co-director of Vancouver-based Urban Poling Inc., “Urban poling is one of the most effective ways to improve your posture, stability and balance. Research shows that it burns up to 20% more calories compared to regular walking. People with sore hips and knees and arthritic joints love poling because it relieves joint stresses, letting them walk farther and faster.”

Urban poling classes start September 14 at Westcast Community Complex parking lot, Wingham on Mondays & Wednesdays at 9:30 a.m.

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ABOUT US: Town and Country Support Services is a not-for-profit agency providing services to families in Huron and Perth Counties. We are committed to providing quality services to enable or extend the ability of individuals to remain in their homes and their communities.

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