

Grand Opening

Saturday, Jan. 18

Ribbon Cutting at 9 am
Come by for a tour of our new facility and meet our staff of health and fitness professionals.



CAROLINAS' WELLNESS

Health & Fitness Center

Bringing You the Wealth of Health

Register for drawing for **One-Year Free Membership**

Enjoy refreshments & register for prizes from our Pro Shop!

Grand Opening Special **6-Month Membership \$150**

Available thru Jan. 25



Carolinas' Wellness offers:

- Nautilus
- Free Weights
- Instruction
- Aerobics—Low impact and step classes
- Karate and Kung Fu—Children & Adults Beginner & Advanced
- Computerized Weight Control
- Men's & Women's Whirlpools
- Support Groups ...and much more!
- Dolphin Spring Water in our Pro Shop
- New Sound Hearing Center will offer services beginning in February.
- Classroom available for public meetings by special arrangement—call.



Carolinas' Wellness, a member of IRSA The Association of Quality Clubs, pledges to provide quality health and fitness services in a professional environment.

The following information provided by and presented with the permission of IRSA:

"Physically fit people generally live longer, perform better, and get more out of life," Arnold Schwarzenegger, Chairman, President's Council on Physical Fitness and Sports, 1991.

BENEFITS FOR MIND AND SPIRIT

"Physical [exercise] is one of the best antidotes, perhaps the best, for emotional stress or mental fatigue," Paul Dudley White, M.D., personal cardiologist to Dwight Eisenhower, My Life and Medicine, 1971.

Exercisers are: 50% more likely to quit smoking; 40% more likely to eat less red meat; 30% more likely to cut down on caffeine; 250% more likely to eat low calorie foods and drinks; 200% more likely to lose weight; 25% more likely to cut down on salt and sugar than non-exercisers. (Joel Gurin, T. George Harris, "Look Who's Getting it All Together," American Health, March 1985).

Depression: Exercise alone is as effective as psychotherapy for moderate depression. (Dr. Keith Johnsgard, San Jose State University, The Exercise Prescription for Depression and Anxiety, 1989).

Creativity: Regular exercise helps increase creativity. (Joan C. Gondola, Ph. D., City University of New York, quoted from "Exercise Your Creativity," Prevention, July, 1987).

Optimism: Exercisers tend to have more positive feelings about their health, careers and stress levels than non-exercisers. (Joel Gurin, T. George Harris, "Taking Charge, the Happy Health Confidants," American Health, March, 1987).

Sexual performance: Regular exercisers report fewer sexual frustrations, increased sexual desire, and have more frequent sexual intercourse. (Dr. Keith Johnsgard, San Jose State University, The

Exercise Prescription for Depression and Anxiety, 1989)

Desire to smoke: Active people are dramatically less likely to smoke. (Ralph S. Paffenbarger, M.D., Professor of Epidemiology, Stanford University, New England Journal of Medicine, March 1986).

Cognitive ability: Exercisers perform significantly better on measures of reasoning, working memory, reaction time and vocabulary than non-exercisers. (Louise Clarkson-Smith, Scripps College, "Relationship Between Physical Exercise and Cognitive Abilities in Older Adults," Psychology and Aging, 1989).

"As research continues, a clear pattern is developing where engaging in any type of moderate, regular exercise—leading to moderate physical fitness—dramatically reduces relative risks of death," Dr. Harold W. Kohl, The Institute for Aerobics Research, 1991.

Start exercising slowly: Exercise for 20 minutes, 3 days a week, at 60% of your respiratory capacity. (American College of Sports Medicine, 1990).

See your doctor: If you are over forty or overweight, consult your physician before beginning a program of regular exercise.

"Everyone can benefit from keeping fit. Through exercise and athletic activity, Americans of all ages can reduce stress while improving mental and physical well-being—All while having great fun," George Bush.

BENEFITS FOR FORTY PLUS

Blood pressure: Regular exercise is as effective as medication in reducing blood pressure. (Dr. Michael Kelemen, Director, FreeState Health System, Columbia University, Journal of the American Medical Association, 1988).

LDL cholesterol: Regular exercise reduces harmful LDL cholesterol while increasing beneficial HDL cholesterol. (Dr. Joseph Patsch, Baylor University, quoted from "Keeping Fit for Life," Newsweek, August 6, 1984).

Body composition: Regular exercise promotes fat loss while preserving muscles. (Dr. Peter D. Wood, et. al., Physical Activity and the Risk of Coronary Artery Disease," The New England Journal of Medicine, November 3, 1988).

Arthritis: Regular exercise helps keep joints flexible, helps build and preserve muscle strength, and helps protect joints from further stress. (Arthritis Basic Facts, Arthritis Foundation, June 1989).

Bone loss: Regular exercise can potentially prevent most forms of bone loss which accompany aging. (R. Bruce Martin, biomedical engineer, West Virginia University, quoted from "Keeping Fit for Life," Newsweek, August 6, 1984).

I.Q.: Improved circulation from regular exercise typically increases I.Q. in older people. (Walter Bortz, M.D., We Live Too Short and Die Too Long, 1991)

Oxygen in the bloodstream: Regular exercise creates a 40-year offset in oxygen carrying capacity—in other words, a fit person of 70 years has the same oxygen carrying capacity as an unfit person of 30. (Walter Bortz, M.D., We Live Too Short and Die Too Long, 1991)

Sickness: Exercisers feel sick almost 30% less often than non-exercisers. (Joel Gurin, T. George Harris, "Taking Charge, the Happy Health Confidants," American Health, March, 1987).

Diabetes: Programs of regular exercise can help diabetics cut down on the amount of insulin they must use. (Dr. William Haskell, Heart Disease Prevention Program, Stanford University Medical Center, "Developing an Activity Plan for Improving Health," Exercise and Mental Health, 1987)

Stress Management: Exercisers are 100% more likely to find ways to relax and are 300% more likely to be able to relax when under stress. (Joel Gurin, T. George Harris, "Taking Charge, the Happy Health Confidants," American Health, March, 1987).

Bowel irregularities: Regular exercise is helpful in relieving constipation, irritable bowel syndrome, indigestion and other gastrointestinal disorders. (Dr. James Wasco, University of Massachusetts Medical School, "Diseases Exercises Can Help," Womens Day).

"Physical fitness is the basis for all other forms of excellence," John F. Kennedy.

We would like to thank the following businesses and individuals for their help in the completion of Carolinas' Wellness Health and Fitness Center:

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| Shallotte Presbyterian Church | Brunswickland Carpet |
| John Reaves Construction | Dolphin Spring Water |
| Evelyn Madison | New Sound Hearing Service |
| Jimmy Sanderford | The Shipping Station |
| Brunswick Christian Center | Maid To Order |
| Shallotte Electric | Adrian Johnson |
| Shallotte Glass | Carlos Martinez |
| House Calls | Pelican Building Center |
| National Linen Service | Energy Barn |
| Costello's Fitness Distributors | Bellamy Drug |
| Carolina Fitness Equipment | Good Idea Advertising |
| Kimball's Furniture | Sam's |
| Maxway | James Payne, Attorney |
| Radio Shack | Coastal Insurance & Realty |
| Coastal Printing & Graphics | The Brunswick Beacon |
| SkipperGraphics | The previous owners of Fitness Connection and Body House Gym |
| Easy Computers | ...and a very special thanks to Dot Hadley and the staff of Southern |
| Fitserv | National Bank |
| JSJ Carpet | |
| Harold's TV | |

BENEFITS FOR CHILDREN

"Children who improved their physical performance and health through training...were able to accomplish more in all areas of their lives after training than they could before," Bernard R. Cahill, M.D., American Orthopaedic Society for Sports Medicine, 1988.

Strength: Regular exercise programs increase muscle strength in children. (Bernard R. Cahill, M.D., "Proceedings of the Conference on Strength Training and the Prepubescent," American Orthopaedic Society for Sports Medicine, 1988)

Flexibility: Regular exercise increases flexibility in children. (A. Weltman, M.D., C. Janney, M.D., C.B. Rians, M.D., Medicine and Science in Sports and Exercise, 1986).

Injury protection: Strength training programs typically lower sports injury rates. (C.B. Rians, M.D., A. Weltman, M.D., American Journal of Sports Medicine, 1987)

Self-image: Regular exercise typically leads to improved self-esteem and self-image in children. (Bernard R. Cahill, M.D. "Proceedings of the Conference on Strength Training and the Prepubescent," American Orthopaedic Society for Sports Medicine, 1988)

Muscle endurance: Regular exercise increases muscle endurance. (Bernard R. Cahill, M.D. "Proceedings of the Conference on Strength Training and the Prepubescent," American Orthopaedic Society for Sports Medicine, 1988).

Cardiorespiratory functioning: Regular exercise directly increases cardiorespiratory functioning in children. (A. Weltman, M.D., C. Janney, M.D., C.B. Rians, M.D., Medicine and Science in Sports and Exercise, 1986).

Rehabilitation: Exercise typically helps shorten rehabilitation time after injury. (Bernard R. Cahill, M.D. "Proceedings of the Conference on Strength Training and the Prepubescent," American Orthopaedic Society for Sports Medicine, 1988).

"Of all the lessons we must learn, few are more important than those we learn from exercise and sport. They teach us to perfect and protect our health; to respect our own capabilities and those of others; and to accept excellence as our standard of performance," Gerald Ford.

BENEFITS FOR EVERYONE

"A sedentary lifestyle constitutes the greatest single risk to the collective hearts of America," Center for Disease Control, U.S. Public Health Service.

Premature death: Physically fit men are 53% less at risk of premature death, and physically fit women are 98% less at risk of premature death than sedentary men and women, taking into account many risk factors including cholesterol levels, blood pressure, weight, smoking, heart disease history, etc. (Dr. Steven Blair, Dr. Harold W. Kohl, et al., "Physical Fitness and All-Cause Mortality," Journal of the American Medical Association, November 3, 1989)

Cancer: Physically fit men die four times less often from cancer, and physically fit women die 16 times less often from cancer than unfit men and women. (Dr. Steven Blair, Dr. Harold W. Kohl, et al., "Physical Fitness and All-Cause Mortality," Journal of the American Medical Association, November 3, 1989)

Cardiovascular disease: Men and women who are physically fit are 8 times less likely to die from cardiovascular disease than unfit persons. (Dr. Steven Blair, Dr. Harold W. Kohl, et al., "Physical Fitness and All-Cause Mortality," Journal of the American Medical Association, November 3, 1989)

Cholesterol: Regular exercise helps raise the percentage of beneficial HDL cholesterol and lowers the TC/HDL-C ratio (total cholesterol divided by HDL cholesterol) to a low-risk profile. (Dr. William Castelli, Director, Framingham Heart Study, as reported in "In With the Good," Runners World, December, 1987)

High blood pressure: Regular exercise helps reduce systemic arterial blood pressure. (Dr. William Haskell, Heart Disease Prevention Program, Stanford University Medical Center, "Developing an Activity Plan for Improving Health," Exercise and Mental Health, 1987)

Body weight and composition: By burning calories more efficiently and allowing the body to burn calories while at rest, regular exercise helps maintain optimal body weight and composition. (Dr. William Haskell, Heart Disease Prevention Program, Stanford University Medical Center, "Developing an Activity Plan for Improving Health," Exercise and Mental Health, 1987)

Osteoporosis: Men and women who remain physically active into old age are not likely to suffer from osteoporosis. (Dr. Keith Johnsgard, San Jose State University, The Exercise Prescription for Depression and Anxiety, 1989)

Insomnia: Regular exercise typically causes more continuous and restful sleep. (Dr. James Wasco, University of Massachusetts Medical School, "Diseases Exercises Can Help," Womens Day)

Healthy skin: Regular exercise increases blood flow to the skin, helps protect it from the sun, and keeps it healthy. ("Environmental Nutrition," Running and Fit News, February, 1988)

"Regular physical activity enhances both personal health and the vitality of our society. Establishing such activity as a habit for all of our citizens must be a national priority," Jimmy Carter.