

Funded in part by the  
Government of Canada's  
New Horizons for Seniors Program

Canada



# FITNESS FOR YOUR AGING BRAIN

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A SERIES OF FREE ONLINE CLASSES  
FOR ONTARIO SENIORS

TAKE CARE OF YOUR BRAIN  
IT'S THE ONLY ONE YOU'LL EVER GET!

*Fitness for Your Aging Brain* is funded in part by the Government of Canada's *New Horizons for Seniors Program*.

The funds will be used to make these virtual classes FREE to all older adults in Ontario.

This federal grants and contributions program supports projects that are led or inspired by seniors who are making a difference in the lives of others in their communities.



# FITNESS FOR YOUR AGING BRAIN

*Like your body,  
your aging brain  
requires ongoing  
maintenance,  
loving care, and a  
regular tune-up to  
function its best  
for a lifetime.*

## A SERIES OF FREE ONLINE CLASSES FOR ONTARIO SENIORS

Registration is now open for our Winter Online Session beginning January 17, 2023.

»» YOUR ORGANIZATION CAN OFFER THIS PROGRAM FOR FREE ««

Community centres, seniors' associations, public libraries and faith-based organizations across Ontario will be able to offer the 10-week online *Fitness for Your Aging Brain* program free as part of their program offerings for older adults. [See page 4.]

# DON'T EVER TAKE YOUR BRAIN FOR GRANTED!



*FITNESS FOR YOUR AGING BRAIN* is a unique program designed to keep older brains functioning at their best throughout a lifetime. Based on the latest neuroscience, fitness and geriatric research, the program combines four key components of maintaining a healthy brain as you age: cardiovascular exercise, mental challenge, rhythm-based movement and simple fun. Each video class contains a different 5-minute Brain Health Tip on how to apply the latest healthy aging scientific research to your daily life. The other 55 minutes is devoted to a fun, energetic physical/mental exercise class designed specifically for older bodies and brains.

The program focuses on how your brain talks to your body and your body talks to your brain. While you are busy improving your balance, coordination, cardio and strength, your brain will be simultaneously working on some crazy, challenging mental tasks. This entertaining and educational class will get you up, get you moving and get you ***literally thinking on your feet!***

## MORE ABOUT THE CLASSES

Classes are pre-recorded and hosted on our YouTube channel. Participants subscribe to receive a new class each week to which they have access for 14 days, allowing them to do the class on their own schedule and as many times as they wish. There are 20 classes in total, 10 fall and 10 winter.

Each class features a new take-home *Brain Health Tip* which participants can apply to their daily lives. They will learn about how their brain works, what is within their control and what isn't, as well as how they can create a brain-healthy lifestyle.

# ABOUT YOUR INSTRUCTOR



**Jill Simpson** is a Seniors' Fitness and Healthy Aging Specialist and developer of *The Great Brain Workout* program. Jill has been speaking and teaching about maintaining cognitive wellness for the last decade. She was a researcher in the *Dignity and Vitality in Dementia Study* and spent four years with the *Alzheimer Society*. Through speaking engagements, writing, workshops and classes, Jill's mandate is to dispel the misconceptions of aging in light of the latest research in geriatrics and neuroscience, empowering people to be the best they can be at every age.

Learn more on her website:  
[BetterWithFitness.com](http://BetterWithFitness.com)

## HOW YOUR ORGANIZATION CAN PARTICIPATE

### »» STEP 1: GET THE WORD OUT TO YOUR MEMBERS!

Let your members know about this program and how to register. Participants will register directly with *Fitness for Your Aging Brain*.

Use the graphics and wording in the links on your website, social media and in e-blasts. You will find social media graphics, as well as a printable poster and sharable introductory video about the classes.

“As you age, you need to do more, not less, to maintain your physical, cognitive and psychological wellbeing. Yes, it will take effort, but the rewards are absolutely splendid.”

-Jill Simpson

»» [Download your promo materials](#)

»» [Share this introductory video](#)

Use these links in emails, social media and websites.

## >> STEP 2: PROMOTE THE CLASSES IN YOUR WINTER 2023 ACTIVITY GUIDE USING THE DESCRIPTION BELOW:

### FITNESS FOR YOUR AGING BRAIN: A FREE 10-WEEK ONLINE CLASS FOR ONTARIANS 55+

***Funded in part by the Government of Canada's New Horizons for Seniors Program, this educational and entertaining series will get you up, moving and literally thinking on your feet!***

Learn to apply the latest scientific research to your daily life to help you get the most out of your aging brain. In these physically active classes you will be working to improve your balance, coordination, cardio and strength, while your brain works simultaneously on fun and challenging mental tasks. Pre-recorded classes allow you to participate on your own schedule and enjoy the classes more than once.

#### REGISTER ONLINE:

**[betterwithfitness.com/registration](https://betterwithfitness.com/registration)**

Include your name, age, city/town, and e-mail address to receive your confirmation and all the class details.

## >> STEP 3: FITNESS FOR YOUR AGING BRAIN WILL TAKE IT FROM THERE. 5

A weekly class will be hosted on our YouTube channel. All information and links are emailed directly to reregistered participants. Two weeks before their first class, our participants receive an introductory video explaining how to make an inexpensive brain fitness equipment kit from common household and dollar store items. Participants are encouraged to set a specific time do the classes once or twice each week. A new class will be released every Tuesday morning throughout the series.

## >> STEP 4: LIVE CLASS OPTION

Seniors' centres, libraries or community centres might wish to screen the video and do a live group class in their facility. To find out more about setting up a group class in your community, email us at: [fitnessforyouragingbrain@gmail.com](mailto:fitnessforyouragingbrain@gmail.com)



**INSIDE YOUR HEAD IS THE MOST COMPLEX MECHANISM IN THE KNOWN UNIVERSE. GIVE IT THE ATTENTION IT DESERVES!**

# FITNESS FOR YOUR AGING BRAIN

A SERIES OF FREE ONLINE  
CLASSES FOR ONTARIO  
SENIORS



**TAKING PART IS SIMPLE!**

REGISTER AS AN INDIVIDUAL:

REGISTER ONLINE:

**[betterwithfitness.com/registration](https://betterwithfitness.com/registration)**

FOR QUESTIONS, CONTACT JILL AT:

**[fitnessforyouragingbrain@gmail.com](mailto:fitnessforyouragingbrain@gmail.com)**

Include your name, age, city/town, and email address.

You will receive confirmation and details about the classes.

REGISTER AS A GROUP:

Register to screen the video and host a live group class in your library, seniors' centre or community centre

GROUP REGISTRATION EMAIL:

**[fitnessforyouragingbrain@gmail.com](mailto:fitnessforyouragingbrain@gmail.com)**

**THAT'S IT!**

- Classes are 60-65 minutes long
- Each class includes a 5-minute healthy brain take home tip
- Do the classes at your own pace or as a group with your community
- Do the classes as often as you wish