

EMPOWERING INDEPENDENCE

New exercise equipment opening options for people with physical limitations

REDMOND, WA Remember the last time you worked out in the gym and its rows and rows of shiny new pieces of fitness equipment? Now imagine how your exercise options would shrink, if you had a disability.

This is the issue that Mike McDowell faced as he found himself in a power wheelchair. "It started with a limp," said Mike now 55, who has been fighting a long battle with rare neurological condition. "Soon I was forced to use a wheelchair and though I knew that I needed to exercise, I could not use any of the cardio or weight machines without help. It was devastating." Mike is not alone in his frustration. Even though, according to the 2002 Disability Census Report, over 51 million people living in the United States have some level of disability, most existing fitness equipment is practically inaccessible to them.

But not for much longer. On October 1st, 2010, Fitness Arch, Inc. a Seattle-Based fitness company is releasing its new Rx-model a new piece of fitness equipment that finally addresses the needs of people with physical limitations. What makes the Fitness Arch-Rx different from other fitness equipment is that it is the only type of fitness equipment that is able to empower a person using a chair, wheelchair or a scooter to be able to do strength, cardio, flexibility and balance all in one machine, sitting or standing without fear of injury. The new Fitness Arch-Rx model's patent-pending design uses elastic tubing to create appropriate resistance in a secure, open structure that allows users to easily change from one exercise to another and from one resistance to another.

"The idea for the Fitness Arch equipment started out of frustration at the ineffectiveness of most existing exercise equipment to accommodate the needs for users, like Mike, who are injured, frail, or disabled," said Leo Novsky, the inventor of the Fitness Arch products. A fitness trainer for over 17 years, Leo realized that to be effective, fitness equipment must be safe, accessible and work for users with any type of disability. His second desire was to give therapists and trainers like him the right tools to create effective fitness programs.

With its accessibility and a seemingly endless number of exercises, therapists and fitness trainers have praised the Fitness Arch. Brandy Hoefert, a Doctor of Physical Therapy at Infinity Physical Therapy, in Portland, WA said, "The benefit of the Fitness Arch's variable band system is that our therapists know that our patients had trained through all of the different exercise planes, which is essential for effective therapy."

The Fitness Arch is not just for those who are disabled. With its built-in seat folded, an athlete can place a fitness ball into the machine, and all of a sudden, the Fitness Arch becomes a powerful core-training machine. "With the [fitness] ball inside the Fitness Arch, I am able to get a greater core workout than on any piece of equipment in the gym," mentioned Dr. Derrick Darnsteadt MD, an Emergency Room physician and a Captain in the Air Force who has seen his share of injured soldiers. "It is an excellent exercise tool, and not just for injured soldiers and disabled veterans."

Now, a year after the debut of its first EZ model that has been successfully used not just in retirement communities, but in the gym and school environments, the new Rx model features increased adjustability and resistance, added, in part to accommodate the requirements from the military gyms who are interested in using the Fitness Arch in their Wounded Warrior program.

"Using the Fitness Arch is a blessing" said Mike, who has now been using the Fitness Arch for more than a year. "But the most important thing is that in the Fitness Arch-Rx I can use a harness to stand the first time in years!" Mike proudly added. As the Fitness Arch, Inc. readies itself for its October 1st Rx-model release, it is good to know that those with physical limitations will finally have a tool to empower their own independence.

ABOUT THE FITNESS ARCH, INC. Founded in 2005, the Fitness Arch mission is to empower independence for people with physical limitations and to create cost-effective fitness solutions for the organizations that serve them.

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*The New
Fitness Arch-Rx*



*Mike McDowell
on the Fitness Arch*