

FOR IMMEDIATE RELEASE

Whose got your Back ?

Mike Yates a physiotherapist at Sports Clinic and Barb Houle a certified personal trainer / medical exercise specialist at City Centre Health and Fitness have teamed up to present a new “Healthy Backs” lumbar spine back care program. All participants will be undergo a Bio Mechanical Pre Screening Assessment at the Sports Clinic before taking part in this program. The information obtained from this assessment will be used to implement a safe and effective exercise and education program for each participant.

The “Healthy Backs” Program is designed to educate and strengthen individuals with stubborn backs due to over use and / or injury. This exciting new program runs for 6 weeks, 2 times per week in a series of building blocks from class to class, ultimately providing the client with a complete spinal stability and core flexibility program. Each week the participants are provided with education on the spine and the muscles relative to the stability of the spine. Participants will be expected to do stretches daily and will receive a series of exercises that can be done at home, on the road or at the gym.

During the past 22 years of being in the fitness industry, Barb has witnessed a significant increase in clients with low back pain and has seen first hand the successes they have achieved while implementing spinal stabilization and core flexibility exercises into their lifestyle.

Research has shown proven that the deepest layer of muscle (the core), shut off when a client has low back pain. Reactivating and retraining these muscles leads to stability of the spine. Stretching and strengthening are keys to treating low back pain, so let's get moving!

For more information call City Centre Health and Fitness 250-487-1481

City Centre Health and Fitness is located at 301-399 Main St., Penticton, BC