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Media Release – Love your Heart this Valentines Day

From: NZ Register of Exercise Professionals



Love your Heart this Valentines Day

Valentines Day this year coincides with the New Zealand Heart Foundation's Heart Week, making a great opportunity for you to show someone you love how much you care about their heart health.

The New Zealand Heart Foundation's Heart Week is an initiative designed to raise awareness of their work which includes help to stop New Zealanders dying prematurely from heart disease. This is by funding research, helping people make healthy living choices, and running programmes to stop the next generation of New Zealanders developing heart disease. And of course Valentine's Day is all about taking the chance to show those you love that you care.

If someone you love is not benefiting from the healthy heart loving benefits of a moderate weight, regular exercise and a balanced diet, then why don't you show them you care this valentine's day by introducing them to how easy it is to eat well, and be active.

Cardiovascular disease (heart, stroke and blood vessel disease) is still the leading cause of death in New Zealand. Some sobering statistics:

- Cardiovascular disease accounts for 30% of deaths annually
- Every 90 minutes a New Zealander dies from heart disease
- 1 in 20 adults have been diagnosed with heart disease

Once you experience the benefits of a healthy lifestyle it's hard to go back to your sedentary ways. But for the many NZ'ers who are inactive or at risk of heart disease due to insufficient exercise or unhealthy food choices, making the change can often be in the too hard basket.

So how do you give the gift of a healthy heart to someone you love through exercise?

There is a lot of misinformation out there. It's easy to pop onto the internet, or read a magazine and get the wrong advice. As someone who benefits from getting the right advice from a REPs Registered Trainer who is qualified, experienced and understands your lifestyle, you are in the best position to advocate for someone new to exercise.

So start by making sure they have the right information to start a journey to good health and that they are heading in the right direction.

Many non-exercisers worry about the discomfort of exercising, thinking that if they go to the gym or work with a trainer, they will have to 'keep up'. Let them know that they are able to work at their own pace. Offer to train with them (at their level) it could be something as simple as a walk or a stretching session to begin.

Encourage them to talk to or get information from someone who can give them good advice, just as your trainer looks after you, they can offer solutions. Let your loved one know they can meet with a trainer without doing a workout or being measured.

While images of fit looking people doing great things can be motivational for regular exercisers, for someone new, these same images can be quite intimidating. We know that exercisers come in all shapes, sizes and fitness levels, so make sure they know this too.

It's easy to help someone you love on their way to a longer life and healthy heart. Show them you care this Valentines Day.

Resources for people new to exercise, or who could benefit from information about exercise:

REPs Registered Trainers have a range of 'Tell Me More' information brochures available which are suitable for those new to exercise.

The NZ Heart Foundation is a great source of heart friendly advice: <http://www.heartfoundation.org.nz>

Contact Details:

For interviews and further information, please contact Richard Beddie Chief Executive, Exercise New Zealand richard@exercisenz.org.nz, telephone 0800 66 88 11, or Stephen Gacsal REPs Registrar, at stephen@reps.org.nz telephone 0800 55 44 99 - www.reps.org.nz

Who is the NZ Register of Exercise Professionals (REPs)?

REPs is an independent non profit organisation administering the New Zealand exercise professionals register to ensure that the public receive safe and effective exercise advice.

Using REPs Registered Exercise Professionals is the "Warrant of Fitness Check" that exercise professionals and facilities meet New Zealand and internationally benchmarked standards to deliver exercise advice and instruction. REPs is affiliated globally to other national exercise professional registers representing over 210,000 exercise professionals through the International Confederation of Registers for Exercise Professionals (ICREPs) - www.icreps.org

