

# FOR IMMEDIATE RELEASE

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New book teaches seniors how to incorporate foundational exercises into their daily life to improve their balance and prevent falls.

**Ottawa, ON** – The Move More Institute™ and Amanda Sterczyk Fitness are proud to announce the second work from Amanda Sterczyk, *Balance and Your Body: How Exercise Can Help You Avoid a Fall*, paperback and e-book now available for sale on Amazon.

Falls are the leading cause of injury, emergency room visits, and hospitalizations for seniors in North America. Every 11 seconds, an emergency room in the United States sees a senior fall victim. Falls can reduce independence and accelerate the need for long-term care. The good news is that you can reduce the risk of falling with simple exercises that anyone can easily learn. This book provides a home-based fall prevention workout that doesn't require special equipment, sweating, or getting down on the floor. The exercises improve balance, increase muscle and bone strength, and liberate joints throughout your body. Modifications are provided to make each sequence easier or more challenging.

The book is divided into three easy-to-follow sections: The Problem, The Solution, and The Action Plan. A dozen foundational exercises are described in detail and accompanied with illustrations. The exercises are designed to be tackled one at a time, so you can fit them into your daily life at your own leisure. By doing so, you will increase your strength, improve your posture, and boost your confidence — all vital components in preventing a fall.

“Balance and Your Body is an effort to break the debilitating cycle of the ‘fear of falling.’ Amanda provides guidance for readers based on solid scientific evidence to assist with safe and effective activities that reduce the risk of falls.” — Dr. Robert H. Wood, Director, School of Allied Health, Boise State University

For more information, please visit [www.amandasterczyk.com](http://www.amandasterczyk.com) or email [sterczyk@gmail.com](mailto:sterczyk@gmail.com).

About the author:

Amanda Sterczyk is an author and certified personal trainer based in Ottawa, Canada. In 2016, she founded The Move More Institute™, an initiative to promote healthy active living and teach individuals how to sneak exercise into their daily lives. Her slogan is “Move more, feel better.” Amanda holds a Master's degree in social psychology from Carleton University. Her first book, *Move More, Your Life Depends On It: Practical Tips to Add More Movement to Your Day* was published in 2018.

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