



COUNTY OF SAN DIEGO

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

March 28, 2007

Contact: Denise Nelesen (858) 505-6474

MEDIA ADVISORY

“MATTER OF BALANCE” PROGRAM LAUNCHED FOR SENIORS *Free Classes Focus on Techniques and Tips to Prevent Falls*

- WHO:** Trained senior volunteers
County of San Diego HHSA's Aging & Independence Services and
Silver Age Yoga
- WHAT:** Kickoff a nationally recognized fall prevention program that begins
in San Diego County in April.
- WHEN:** 2 p.m. Wednesday, March 28
- WHERE:** Neighborhood House Senior Center, 795 S. Boundary, San Diego 92113
- WHY:** An average of 19 San Diego County seniors aged 65 years and older have a fall each day so severe that it requires help from paramedics, according to County Emergency Medical Service. For people 75 and older, falls are the leading cause of deaths by injury. The majority of these falls are preventable. “Matter of Balance” works to improve balance and flexibility, while giving valuable tips about staying fall-free. “A Matter of Balance” are free, two-hour classes that will be held each week at four County Senior centers: Neighborhood House; Florence Riford Senior Center in La Jolla; Imperial Beach Senior Center; and the Poway Weingart Senior Center.