

**April 14, 2004**  
**For immediate release**

## **ACSM PARTNERS WITH INTERNATIONAL COUNCIL ON ACTIVE AGING**

ORLANDO - The American College of Sports Medicine (ACSM) today announced it has named the International Council on Active Aging (ICAA), the world's largest trade association for the senior fitness and wellness industry, as an official aging information partner.

"The educational partnership with the International Council on Active Aging will enhance ACSM's already robust active aging activities," says James R. Whitehead, ACSM Executive Vice President. "We are pleased to partner with the ICAA because this organization consistently produces high-quality education, information, resources and tools for those who work with older adults," explains Whitehead. "We believe the ICAA will serve as a great resource to ACSM members who educate older adults about the benefits of active aging." In turn, ACSM hopes to serve as a resource for ICAA members interested in the benefits of ACSM certification programs.

Colin Milner, chief executive officer of the ICAA, says the two organizations are natural partners because they work through their members to empower older adults to maintain their independence and dignity as they age.

"This partnership allows ICAA to reach a multidisciplinary, science and medicine based association with tools and resources unique to the ACSM community," said Milner. "ICAA and ACSM have the potential to make a significant difference in the lives of older Americans."

### **ABOUT THE INTERNATIONAL COUNCIL ON ACTIVE AGING (ICAA)**

The ICAA is the world largest association dedicated to changing the way we age by uniting and working with professionals in the retirement, assisted living, recreation, fitness, rehabilitation and wellness fields. It connects a community of like-minded professionals who share the goals of changing society's perceptions of aging and improving the quality of life for aging Baby Boomers and older adults within the six dimensions of wellness (emotional, vocational, physical, spiritual, intellectual, social.) The council supports these professionals with education, information, resources and tools, so they can achieve optimal success with this growing market.

The ICAA also takes an active role in helping to change the way society perceives aging. The council is one of more than 50 of the nation's most prominent health and aging organizations working to implement the National Blueprint on Aging. Contributors to the Blueprint's development include AARP, the American College of Sports Medicine, the American Geriatrics Society, the Centers for Disease Control and Prevention, the National Institute on Aging and the Robert Wood Johnson Foundation.

## ABOUT THE AMERICAN COLLEGE OF SPORTS MEDICINE

The American College of Sports Medicine is the largest sports medicine and exercise science organization in the world. More than 20,000 International, National and Regional members are dedicated to promoting and integrating scientific research, education and practical applications of sports medicine and exercise science to maintain and enhance physical performance, fitness, health and quality of life.

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For interviews or more information about the ICAA or aging-related issues, contact:

Colin Milner, CEO  
International Council on Active Aging  
Toll-free: 866-335-9777 (in North America)  
Telephone: 604-734-4466  
Cell: 604-763-4595  
Email: [cmilner@attglobal.net](mailto:cmilner@attglobal.net)  
Website: [www.icaa.cc](http://www.icaa.cc)