



# WATERCREST

SENIOR LIVING

welcomes you to:

## WATERCREST SHARES

*If it's important to you, it matters to us!*



## TECHNOLOGY ENHANCEMENTS



Spiro100 provides innovative streaming wellness and fitness classes for our residents, catering to heal and grow the Mind, Body, and Spirit at any level of ability.

Known as the “Netflix of Active Aging” featuring hundreds of full-length exercise and meditation sessions, each class is created and led by nationally recognized senior wellness experts to provide our residents with purposeful, results driven fitness tools.

Spiro100 started with Jane Fonda. While attending the IDEA Fitness Convention in San Diego in 2012 the founders were fortuitously in attendance for Jane Fonda’s Keynote/ Acceptance speech. The conference awarded her with their Lifetime Achievement Award.

*From janefonda.com: “In my speech, I made a plea for trainers to learn how to train older people. In my PRIME TIME fitness DVD’s which I began releasing in 2010 I geared the workouts to older people, and learned that you can’t just do the same moves but lighter. We often need different moves entirely.”*

This information planted the seed for what would eventually become Spiro100, although we had no idea at the time. Here was Jane Fonda, the poster girl of fitness for decades, saying there was no programming and a massive opportunity for anyone able to train seniors with exercises tailored to (vs modified for) the aging body. As time passed, this message remained and would eventually serve as a catalyst for Spiro100’s launch four years later.