



CONDUCTORCISE KEEPS ALL OF THE FUN IN FITNESS

By Robert Landau, Vice President of Fun

It seems as if they've been waiting for an eternity but, at long last, the moment has finally come. A hush falls over the crowd. All eyes are directed to the right, as a boundlessly energetic and determined man with flowing silver-white hair makes an unforgettably dramatic entrance. Suddenly, the crowd becomes totally silent as this energetic presence walks to the center of the space. Not a breath is heard as all eyes are fixed on the entity that has just entered the room, waiting to see what he'll do next. »

MOZART TAKES CENTER STAGE

The anticipation is at an all-time high as he picks a specially selected piece of classical music to play and leaps into a performance the crowd will not soon forget. His movements are so invigorating and inviting that the crowd just *has* to join in. The large space is now awash in what seems to be a million arms conducting the energetic overture to Bizet's most famous opera, *Carmen*. They are all guided by this amazing man. Sweat flies and smiles abound as the crowd engages in the aerobic workout of a lifetime.

Welcome to Conductorcise. If you've been wondering what Conductorcise is like, the session that you just experienced is what it's all about. Launched in 2002 by Maestro David Dworkin, this special brand of aerobic exercise is making music lovers, health-care professionals, fitness fanatics, seniors, and the general public sit up and take notice in a big way. One physician stated that Dworkin's exercise routine has "added years to people's lives." The *Times-Picayune* of New Orleans recently stated that Conductorcise is a unique and addictive blend of, "a symphony performance, music history lesson, and aerobic workout, all rolled into one."

The classes go as such: You get a conductor's baton and Maestro Dworkin starts by explaining the piece of classical music you are going to conduct.



As the music plays, the Maestro leads you through a fun-filled, absolutely amazing workout that anyone and everyone can do. You wave your arms and sway your body, as though you were conducting an actual symphony, all the while getting terrific aerobic exercise.

Spectrum Retirement Communities realizes the importance of a mental and physical fitness program that addresses the whole person and truly makes a difference in residents' lives. To that end, Spectrum is pleased to introduce Conductorcise at each Spectrum community across the country. Maestro Dworkin, who has lead orchestras across America and abroad, will be traveling to each Spectrum community and certifying on-site instructors in this unique form of exercise. He

will also be making a special appearance in each one of Spectrum's markets to demonstrate this remarkable aerobic workout. You simply have to see it to believe it.

Soon, all of Spectrum's residents will be able to attend weekly Conductorcise sessions, as Spectrum's local Directors of Fun take the lead. To attend a special appearance by the Maestro, or to try a

Spectrum Conductorcise class near you, visit Spectrum's Web site at www.spectrumretirement.com or call 888-516-2188.