

NEWS RELEASE



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Touchmark to open boutique health and fitness club for public in June *State-of-the-art equipment, programming tailored for those 50+ years*

PORTLAND, Ore. — Memberships are now available for a new 12,000-square-foot boutique health and fitness club opening in the West Hills June 18. Designed exclusively for active adults ages 50-plus, the Touchmark Health & Fitness Club is offering a limited number of memberships to the public. It is located at 840 SW Touchmark Way in the Clubhouse Lodge of Touchmark in the West Hills.

Early memberships available

The first 50 people to join can lock in their monthly membership rate for life and waive the initiation fee with a three-month commitment. Memberships for individuals are \$75 with a \$100 joining fee. Pricing for couples is \$125 with a \$175 fee.

To be among the first 50 members or for more information, call 503-542-1999 and ask for Michelle Sue.

Club highlights

“At the core of our club’s DNA is the lively, yet private atmosphere where members can continue to pursue their health and fitness goals well beyond the age of 50,” says Touchmark Health & Fitness Director Michelle Sue. “We are creating a high-touch, educational and immersive fitness experience without the intimidation and overwhelming size of a traditional fitness club. This makes the experience so much more rewarding, and members and staff are able to socialize, motivate each other and form bonds that just don’t happen in the big-box clubs.

“Pursuing one’s health with knowledge and purpose increases the value and enjoyment of the experience,” says Sue. To that end, all of the club’s personal trainers hold at least a bachelor’s degree in exercise science/physiology and have experience working with individuals dealing with health and/or musculoskeletal concerns, helping them move safely toward their goals.

The class schedule features yoga, Pilates, aqua aerobics, tai chi and strength and conditioning classes; Zumba® Gold will be offered soon after opening. All class offerings are evidence-based and taught by fitness professionals certified in the specific class focus.

A key offering is Touchmark’s Functional Fitness Program. In functional fitness training, members use a variety of movement patterns and equipment to engage multiple muscles simultaneously. In addition to improving strength, this training enhances balance and flexibility, resulting in increased functioning in daily activities.

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TOUCHMARK HEALTH & FITNESS CLUB

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Each club member will receive an evaluation on the NeuroCom® Balance Master®, advanced equipment using interactive computer technology to evaluate unique balance and movement patterns. A customized fitness plan to correct issues is then developed by a Certified Functional Fitness trainer who also holds a degree in Exercise Science & Health Promotion and specializes in functional movement and corrective exercise.

Careful consideration was taken to ensure the physical aspects of the club support member's goals. Expansive western windows bathe the indoor pool and spa in natural light. The club also offers an impressive array of equipment, such as Espresso HD and Peloton cybercycles that create a virtual riding environment with resistance matching dozens of course conditions. These bikes also offer live and on-demand cycling classes. The password-enabled bikes allow riders to track their ride data and compete with others.

Among the other equipment are ellipticals, treadmills, rowing machine, recumbent bikes and strength equipment.

“Our boutique Health & Fitness Club is designed to incorporate all seven dimensions of wellness into our fitness programming,” says Sue. “We provide an experience unlike any other club, because we know our members on a personal level and offer specialty workshops, educational classes and social events that create a sense of belonging and family. Members actually influence our offerings.”

Hours of operation

Currently, the club will operate Monday – Friday, 6 a.m. – 8 p.m. and Saturday, 8 a.m. – 5 p.m.

About Touchmark Health & Fitness Club

The Touchmark Health & Fitness Club is open to the public and serves a limited number of people age 50-plus years. Members enjoy and benefit from a heated indoor pool and spa, specialized equipment and training systems, certified personal trainers and more. Additional information is available at TouchmarkPortland.com.

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