

For Immediate Release
For More Information:
Jeanette DePatie
Everybodycanexercise.com
Jeanette@thefatchick.com
323-801-8832



Want to Live Longer and Better? Dance Like a Chicken!
*Zany New Senior Exercise DVD Uses Wacky Music, Feather Boas, and
Temporary Tattoos to Show Seniors EveryBODY Can Exercise*

October 19, 2018 Los Angeles, CA. 20-year veteran licensed fitness instructor and body positive activist Jeanette DePatie (AKA The Fat Chick) is pleased to announce the upcoming release of her new exercise video *EveryBODY Can Exercise: Senior Edition*. The new DVD is projected to ship on October 31 and will retail for \$29.95. It is currently available for preorder at everyBODYcanExercise.com at an introductory rate of \$19.95. Created in partnership with Amalgam Content Productions, the DVD features over one hour of exercise routines set to 15 songs in styles including country, blues, big band, jazz, rock, Irish, island, a chicken song and one notable kazoo number), and 20 enthusiastic senior exercisers sporting feather boas, cowboy hats, leis, roses and some very sassy temporary tattoos.

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Jeanette DePatie

“If you’re looking for three skinny, perfectly coiffed exercisers in triangle formation, you’re not going to find it in this video,” said DePatie. “I take inspiration from mentor Richard Simmons. This DVD plays the way I run my class—as a raucous, silly and above all FUN exercise free-for-all.”

The DVD offers a number of unique features including: sitting and standing versions of all exercises, the ability to make your workout as long or as short as you like, and extra help for the choreographically challenged. The DVD is devised to keep seniors safe as they exercise and help them customize their workouts as needed.

“It’s not about becoming a dance champion,” said Jeanette DePatie. “I’ve learned over the years, that if you want people to become regular exercisers, you need to meet them where they are--allowing them to feel successful each and every time they work out. That means providing options for people to sit or stand as they need to, allowing them to customize their workout experience for how they are feeling on any particular day. That means that the choreography is way less important than having fun.”

The customizable nature of the DVD also allows the program to grow with participants as they get stronger. Seniors can start out in a chair and gradually move to standing exercise. And seniors can also start out with short exercise sessions and progress to longer ones as their strength and aerobic capacity increases.

Studies show seniors are the least physically fit of all Americans. 30% of older men and 40% of older women report they NEVER EXERCISE. Regular exercise protects against heart disease, some cancers, diabetes, and can dramatically improve quality of life.

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“I’ve seen some dramatic transformations among my students,” said DePatie. “I’ve had students who initially had difficulty walking to the class from their car, and can now exercise for 30 or 60 minutes at a time. That is a life-changing improvement. To be able to dance at a wedding or go grocery shopping by themselves or even take the grandkids to an amusement park--that’s what this is really all about—having a better quality of life.”

“I really love exercising with Jeanette and have been doing it regularly for over two years now. That’s really some accomplishment as it’s been over thirty years since I’ve stuck with a regular exercise program for any time at all. I think I stick with it mostly because Jeanette makes it so much fun! It was a little bit hard at first, but I’ve built up a lot of stamina over the last two years. Jeanette is always challenging us, but after a little bit of practice I always get it. And that feels great!” - Nancy, age 79

“I have been exercising with Jeanette for over two years now and I like it very much. This is the first time I’ve ever had a regular exercise program. Sometimes the routines are hard at first, but Jeanette is so encouraging that I just give it a try. A lot of times, there’s a routine and I think it’s impossible. But I stick with it, and in a little while I’m dancing along with the rest.” - Phil, age 82

About Jeanette DePatie

Jeanette is a plus-sized, certified fitness instructor, body positive activist, and personal trainer author, producer and professional speaker who has helped thousands of people who haven’t worked out in a while (or ever) learn to love their bodies and love exercise again. She’s the author of the best-selling book and DVD, *The Fat Chick Works Out!* She has earned fitness certifications from the YMCA, ACE and AFAA including special certifications for working with seniors. Her mission is to inspire beginning exercisers of a variety of ages, sizes, shapes and abilities. She has been interviewed many times on television, radio and in print by Katie Couric, NPR, Dr. Drew, Hallmark’s Home and Family, Al Jazeera America, CTV (Canada), Huffington Post Live, Women’s Health, Scholastic Magazine, The New York Times, and The Wall St. Journal.

Jeanette is available for radio, TV, web and podcast interviews. Video clips and photos from the DVD are also available. For more materials, please see <http://everybodycanexercise.com/#press>.

About Amalgam Content Productions

Amalgam Content combines experience and innovation to produce meaningful media to help companies and non-profits create nourishing communities around products, experiences and ideas. The company’s triad of partners includes director/editor Allyson Manno, cinematographer/graphic designer Evan Stulc and veteran writer/producer Barbara Multer-Wellin.

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