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Free Email Course Teaches a Daily Fitness Habit that Improves Your Life in Just Minutes a Day

In light of recent studies showing increased longevity and significant medical savings attributed to fitness, adopting a daily habit for physical fitness may extend and improve your life.

Lansing, Mich. – Many believe that the benefits of physical fitness belong to the young or those lucky enough to have leisure time to burn, but the founders of a mid-Michigan company, Boomers Rock Media, LLC, believe that anyone can realize those benefits. They have created an email course to help even the busiest people form a daily habit for fitness that will improve their life.

"Many people resolve to improve their fitness at the beginning of the year, but few stick to it long enough to accomplish their goals," said Mickey Hadick, author of the email course and original member of the Boomers Rock team. "I've gone through it myself, promising to this time, finally, to get into shape. But then something comes up and I skip a day, and the day after that I forget, and then I figure the heck with it -- I'll start over again next Monday. Except next Monday never comes."

A popular belief is that habits can be formed in as little as 21 days. But Hadick points to studiesⁱ that tell a different story. "It really depends on the individual's value system, the habits already formed that will resist this new habit, and how many outside distractions compete for attention. A daily habit for physical fitness may require between six months and a year to fully form, especially in areas with changing seasons that disrupt lifestyle, or if you have kids in school because of the calendar disruption over the summer. That's why we all need help with this."

Two recent studies underscore the benefits of physical fitness, and why it's worth the effort to adopt a daily fitness habit. The first study, published in the *European Journal of Preventative Cardiology*ⁱⁱ, showed an association between aerobic

capacity and longevity of life, following a group of middle-aged men over the course of 45 years. Those who were more physically fit lived longer.

The other study, published in the Journal of the American Heart Associationⁱⁱⁱ, concluded that meeting the recommended guideline of 30 minutes of exercise per day resulted in \$2,500 savings in health related expenses.

Hadick, who has authored two books on self-improvement, has maintained a daily fitness habit for nine years with only a few days skipped each year. "Once you start to feel the benefit of improved fitness, you crave that feeling and it becomes self-fulfilling. It's no longer a chore to exercise, especially if you can figure out fun activities." He emphasizes that having a wide-variety of fitness activities at your disposal is the key so that you can make something work when life intrudes on your plans.

But it wasn't easy for him to get started, either. "I tried all the gimmicks and systems, but nothing became habitual. Not until I stumbled onto the key factor to make it work."

That key factor, Hadick explained, was to figure out a reason for adopting this new habit that was important enough to sustain the effort required. "You can't make it work because you're worried about what other people think. It has to come from your heart. And that's what's in the email course -- how to figure out that key factor for yourself, and then how to build a plan that can work for you regardless of your situation. For most people, it's one of those things that hiding in plain sight. But the many distractions of the modern world prevent us from noticing that factor staring us right in the face."

The course is absolutely free and is available from their website, www.boomersrock.us. It is delivered via nine separate emails over a nine-day period. Each lesson is self-contained and can be read in just a few minutes. The habit-forming exercises take just a few minutes, and the course provides worksheets and other online resources to help support the concepts.

ⁱ <http://jamesclear.com/three-steps-habit-change>

ⁱⁱ <http://journals.sagepub.com/doi/abs/10.1177/2047487316655466>

ⁱⁱⁱ <https://www.nytimes.com/2016/09/07/well/move/whats-the-value-of-exercise-2500.html>