



NEWS RELEASE

## NEW STANDING PLATFORM FROM FITTERFIRST REVOLUTIONIZES THE EVERYDAY OFFICE

### **The Adjustable and Affordable Active Office Board Introduces Dynamic Movement to Energize Sit-Stand Desk Users**

**Calgary, AB, June 2016** - While standing is becoming more common in the workplace, Fitterfirst realizes there is more to creating an Active Office than just simply leaving the chair. Fluid movement around good posture coupled with steady stimulation throughout the day will improve focus and productivity while avoiding aches and stiffness typical of simply standing in one spot.

The idea of subtle movement throughout the day has been a focus of Dr. Joan Vernikos, former director of NASA's Life Sciences Division and author of *Sitting Kills, Moving Heals*. She has been preaching the idea of "simple, everyday movement". Vernikos completed extensive research during her 40 years at NASA, discovering that movement that resists gravity, such as static standing, is critical to healthy aging.

With the new Active Office Board users are able to shift weight, stretch their legs and introduce a whole new level of subtle movement to their day. The introduction of this subtle motion engages different stabilizer muscles while helping the body and mind to work in unison to promote greater alertness and productivity. The key concept is movement - don't sit all day, but don't stand all day either. That is why the Active Office Board is such a game-changing product. Featuring adjustable foam legs, users can add or limit movement of the board to suit their preferences, task, and ability throughout the day. Don't feel like standing any more? Use the Active Office Board as a foot rest to keep your legs and feet tapping and moving.

The design was largely inspired by Louis Stack, Founder of Fitterfirst, by observing his staff members' habits as well as his extensive knowledge of balance training: "The new board is a combination of tried and true balance and core stability products that Fitter has made for the past 30 years. In my experience this is the most user friendly and life enhancing product we have ever made. It is perfect for all ages and skill levels and can safely be used at the office, home, clinic, club, or school."

The Active Office Board boasts a number of features, including:

- Fully adjustable - each user can customize their experience
- Brings movement into a regularly static workday
- Silent, non-marking foam legs provide cushioning while standing
- One of the most affordable options in the market
- Sleek look that will work with any decor
- Canadian made

Fitterfirst has been "Leading the World to Better Balance" since 1985, and has shifted their focus from rehabilitation and sports training to the concept of an Active Office. While an active lifestyle outside the office is key to more energy and a healthier body, we can't forget that so much of each day is spent slouching in front of a computer, or slumping in a chair chatting on the phone. By standing up and moving throughout the day, we are able to merge that active lifestyle with your work environment, and "Revive Your 9 to 5".

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