

AARP and LIFT session Launch Online Fitness Program for Older Adults

App and website features access to free expert webinars, live and on-demand workouts, one-on-one coaching, and small group training customized to the needs of adults age 50-plus

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WASHINGTON—Today, AARP announced [AARP Online Fitness powered by LIFT session](#), a new program that features access to free expert webinars as well as a subscription-based service tailored specifically to meet the needs of adults age 50-plus. The subscription service offers a wide selection of live and on-demand workouts, instructional videos on proper technique, a personalized fitness plan and access to one-on-one coaching and small group training.

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Interest in online fitness has rapidly grown over the past decade, and while the COVID-19 pandemic has increased demand further, there are limited options that cater to the unique physical needs of older adults. According to an [AARP survey](#), more than a third (37%) of adults age 50-plus said that they have devoted less time to exercise since the pandemic began, and less than 1 in 10 (7%) have tried an online exercise class.

“Older adults want customized fitness options with trusted and motivating professional coaches who tailor workouts to their needs.” said Stephanie Miles, Senior Vice President of AARP Membership Lifecycle Management. “The AARP Online Fitness program for adults 50-plus offers relevant health, wellness and fitness info and a variety of healthy, safe, fun workouts you can use from your home or any location you choose, with no fitness equipment needed.”

AARP Online Fitness powered by LIFT session features:

- Free live and pre-recorded expert webinars on a wide selection of topics, including healthy living, nutrition, fitness, sleep, and more. Webinars are presented by a diverse team of health professionals, from nutritionists to fitness instructors, and hosted by LIFT session, a digital fitness and wellness platform for companies, fitness clubs and wellness providers around the world. Webinars are available to all and do not require a subscription.
- Subscription options with access to live and on-demand workouts, short instructional videos, and an onboarding assessment to tailor and personalize the experience to each person’s unique needs and interests.
- Premium services, which may be purchased for an additional fee and include interactive small group classes and one-on-one personal training by coaches who will create a personalized fitness plan to meet individuals needs and goals.

“Our physical abilities begin to decline with age, but studies show losses can be mitigated or sometimes even reversed through exercise and improved lifestyle habits that not only target the muscular, skeletal and cardio systems, but the brain as well,” said Raffi Tchakmakjian, President of LIFT session, a LifeSpeak company, and Chief Growth Officer of LifeSpeak. “With this collaboration, our goal is to empower older adults to thrive and master their activities of daily living. We are proud to team up with AARP to offer this important program to its nearly 38 million members and all older adults age 50-plus.”

AARP Online Fitness powered by LIFT session is available online and via the app. The webinars are free for all users. AARP members can save 50% off the annual subscription and 20% off personal coaching and will receive an exclusive chat feature with access to coaches. For more information and to register today, please visit www.aarp.org/onlinefitness.

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also produces the nation's largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org, www.aarp.org/espanol or follow @AARP, @AARPenEspanol and @AARPadvocates, @AliadosAdelante on social media.

About LIFT session

LIFT session, part of the LifeSpeak Inc. (TSX: LSPK) family of companies, is a digital fitness platform that helps wellness providers offer premium digital fitness services to their clients. With LIFT session's best in-class video on demand, virtual personal training, virtual group training and wellness broadcast services LIFT session is capable of extending its partner's service offering beyond their physical locations and make their service offerings available to clients anywhere. By offering services through wellness providers and businesses, LIFT session offers its online fitness platform to millions of customers globally. To learn more, follow LIFT session on Instagram (@liftsession) or LinkedIn (<https://www.linkedin.com/company/lift-session>) or visit www.liftsession.com.

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