

SENIORS BRING THEIR “GAME FACE” TO THE WII BOWLING TOURNAMENT

Vintage Senior Living Sees Many Positive Results From Residents Engaging In Popular Electronic Game

In today’s electronic gaming world, even seniors are having a blast in front of the big screen—reliving the glory days of the neighborhood bowling alley. Wii Bowling is giving Vintage Senior Living residents many thrills, especially after bowling a strike. From a health standpoint, Wii Bowling offers a new form of exercise, and more importantly, encourages seniors to step out of their comfort zone and try something new. The game has even inspired the forming of teams from retirement communities across the country. They participate in the [NSL](#) (National Senior League) Wii Bowling playoffs and championships. This year, Vintage Senior Living had eleven teams participating in western regional tournaments in California and Washington and their Vintage Cerritos team has qualified for the 2012 California Senior Wii Bowling Championship.



Wii Bowling Helps Residents Rediscover the Joy of Having Fun Together

The communities’ common areas have been transformed into an electronic-driven playground where players and spectators enthusiastically exchange tips and comments. Residents participate from the comfort of their wheelchairs or either stand or sit in a chair. The opportunity to be on a team and participate in a league creates camaraderie among residents who might otherwise have trouble socializing. Wii Bowling has even spanned across generations by encouraging young volunteers and grandchildren, who are no strangers to electronic games, to participate.

Media Opportunities Available

- **VISUAL OPPORTUNITIES:** Reporters can join in on the fun and play a round with the residents during the NSL California State Championships, Thursday, April 26, 2012 at [Vintage Westwood Horizons](#), 947 Tiverton Avenue, Los Angeles, CA 90024. The event begins at 11 a.m. and ends with an awards ceremony at 3 p.m.
- **INTERVIEW OPPORTUNITIES:** Reporters can interview players and spectators, as well as Tom Gray, (NSL Wii Bowling Coach of the Year) activities director at Vintage Senior Living’s Sierra Pointe and NSL Commissioner Dennis Berkholtz. The oldest participant will be the fierce 94-year-old Team Captain Bill Bird of the Vintage Cerritos Falcons who often bowls a 300.
- **INTERVIEW OPPORTUNITIES:** Assisted living experts [Deanna Cason, VP of Operations, and Isaac Chernotsky, Executive Director of Vintage Westwood Horizons] will be available to discuss the value of providing a vibrant environment for seniors in order to maintain good physical and mental health.

Besides the fun and enthusiasm, Wii Bowling offers health benefits such as:

- **Improving socialization skills**—Encouraging conversations and cheering among players and spectators
- **Stimulating brain functions**—Concentrating on lining up the ball and determining speed of the ball
- **Exercising coordination, balance and eye movement**—Practicing eye and arm movement to coordinate the activity seen on the screen
- **Building friendships and camaraderie among residents**—Benefiting from the overall emotional stimulation from sport competition, spectator participation and after-game discussion
- **Assisting in physical rehab**—Stimulating blood circulation and breathing to rejuvenate energy after surgeries

About Vintage Senior Living:

Vintage Senior Living is a family of retirement communities. Established in 1998, Vintage Senior Living offers a vibrant senior living lifestyle specializing in independent senior living, assisted living and memory care services for Alzheimer’s and other dementia. Its mission is to help residents thrive in mind, body and spirit through the dedication of its staff and the excellence of its programs. Vintage Senior Living operates a total of 23 communities with 22 throughout California in addition to its retirement community in Tacoma, Wash. For more information, visit www.vintagesenior.com, [YouTube](#), [Facebook](#) or [Twitter](#).

About National Senior League:

Incorporated in 2009 the National Senior League (NSL) produces and manages national, state and local Wii bowling championships for senior communities. Teams Wii bowl in their communities once a week for 7 weeks in a league format against opponents from all over the U.S. followed by 3 weeks of playoffs to determine champions in 5 divisions. The NSL

provides schedules and league standings, keeps team and individual statistics, provides a webpage for each team, recognizes top performances and gives out awards. For more information, visit www.nslgames.com.

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