

Media Contact  
Danielle Woodruffe  
Parker  
732.565.2425  
dwoodruffe@parkerlife.org

FOR IMMEDIATE RELEASE

## **Keeping Fit Goes High Tech for Elders at Parker**

*Parker, a Leader in Aging Services, Opens its Doors to a Newly Renovated High-Touch and Technology Driven Wellness Center*



(Piscataway, NJ) - Parker, a non-profit, aging services organization, is investing in technology to redefine senior fitness with their newly renovated Wellness Center. Open to residents and community members, the renovations incorporate progressive technology into a robust wellness program to make fitness more fun and accessible than ever before for older adults of all ages and ability levels.

Parker, President and CEO Roberto Muñiz says this is just one way the company is using technology to better serve residents and community members and to stay true to our vision statement, which is to *make aging part of life*.

"As part of our strategic direction we are testing and investing in technology that can support our residents and staff, including sensors, telehealth and voice-enabled digital assistants," added Muñiz. "HUR SmartTouch technology is a great choice for our fitness center and is an extension of this work."

"I'm excited about the new technology. Equipment settings can be changed with the swipe of a card. It makes the exercising experience very person-centered," says Lori Morell, who manages the Health & Wellness Center at Parker.

As an organization with a commitment to forward thinking and an innovative approach to aging, one objective for the renovation was to implement a wellness system that promotes independence and is easy to use. The system also monitors and tracks individual progress and provides metrics to improve someone's body, muscle mass and overall lifestyle. To accomplish this, the Parker gym is equipped with world-leading strength training equipment developed by HUR.

Engineered specifically for older adults, HUR machines are equipped with HUR SmartTouch technology, a smart computerized exercise and operating solution. Parker personal trainers create customized training programs for each visitor, entering the information into the HUR SmartTouch system. The system then guides each user through workout sessions, automatically loads the weight resistance to their personal program and tracks their progress.

HUR SmartTouch technology provides personal trainers with the ability to see growth and track changes in each users' body mechanics. The user-friendly computer interface delivers real time information that Parker staff use to constantly improve individual and group services.

For more information about Parker and their state-of-the-art Wellness Center, please visit [parkerlife.org](http://parkerlife.org).

**About Parker:** Parker is a nonprofit, New Jersey-based aging services organization with 110 years' experience, that is committed to changing perceptions about aging, empowering older Americans, and making aging part of life. Since 1907, Parker has challenged and expanded the idea of what it means to grow older in America—and how everyone can be #WithIt.

**About HUR:** With world-leading equipment, innovative computerized training software, consultative services and over 30 years of experience, HUR is the number one partner in the world for strength training solutions for active aging, senior living and rehabilitation. Find out more: <https://www.hurusa.com>