

# ***Huntsville Entrepreneur Changing the Face of Aging***

*Gerontologist Whitney Lolley launches company, DVD, to help aging population*

**HUNTSVILLE, Ala. (Tuesday, December 7, 2010)** With the occurrence of falls in the United States and associated medical costs on the rise, Huntsville entrepreneur **Whitnye Lolley** launches **Master Balance, Inc.** with the release of her fall prevention DVD, **Master Your Balance with Whitney Lolley**, a program designed to help Baby Boomers, seniors and older adults improve their balance.

With more than one-third of adults 65 and older experiencing falls each year in the United States, falls have become the leading cause of injury, death and lifestyle decline for older adults, resulting in medical costs accelerating to more than \$19 billion annually. Additionally, as Baby Boomers and seniors mature, they desire to remain independent while increasing longevity.

I saw that the main reason people were going into nursing homes was due to a loss of function that could be completely prevented through movement and exercise, says Lolley, a balance expert with a Masters in Gerontology from the University of Louisiana at Monroe.

Based in Huntsville, Ala., Lolley uses Master Balance, Inc. to teach classes and seminars, provide wellness consultations and as a platform to release products.

Lolleys first product, the Master Your Balance with Whitney Lolley DVD, is the culmination of a specialized program she developed after more than a decade of working with the aging population. In the easy and convenient 50-minute program, participants can choose their own workouts and are guided through a series of specialized exercises that promote good posture, balance and movement for adults at any exercise level to keep them active and independent.

Unlike other videos and regimens, Master Your Balance with Whitney Lolley focuses on strengthening the often-overlooked areas of the body the eyes, the ears and the feet the systems responsible for balance. Lolley methodically guides participants through a variety of training exercises while interlacing relevant information about body mechanics.

These are basic exercises that can be practiced safely on a daily basis, and the modifications are appropriate for any age, fitness, or mobility level, says Lolley. Its never too early to begin improving your balance. Making a conscious effort to maintain wellness and prepare the body for the Golden Years is essential, she continues.

Master Your Balance with Whitney Lolley is now available online at [masteryourbalance.com](http://masteryourbalance.com) and at select retail locations in the Northern Alabama area.

## ***About Master Balance, Inc./Whitnye Lolley:***

Whitnye Lolley is a gerontologist, balance expert and nationally certified fitness professional with a Masters in Gerontology from the University of Louisiana at Monroe. Lolley formed Master Balance, Inc. in January 2010 with the mindset to make a global impact on the way that people age. Lolley developed a specialized balance training program, Master Your Balance with Whitney Lolley, releasing it to DVD format in October 2010. Lolley is based in Huntsville, Ala. and dedicates her time to improving the Northern Alabama community through educational seminars, individual and group training sessions, and overall wellness consultations.

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