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Ventana by Buckner Names Technogym Official Wellness Lifestyle Partner

Cutting-edge partnership offers innovative opportunities for healthy aging

DALLAS (MAY 24, 2016): [Ventana by Buckner](#), a Life Care Community scheduled to open in North Dallas in 2018, is pleased to announce [Technogym](#) as the selected fitness equipment for Ventana. In alignment with their dedication to resident's health and happiness, Ventana has selected Technogym for their cutting-edge equipment, emphasizing fitness as a necessary component of wellness, and highlighting the role an active lifestyle can have on the aging population.



“We’re making it a top priority to create an that promotes the overall health and wellness of our residents – both mentally and physically,” said Charlie Wilson, President of Buckner Retirement Services. “From an array of culinary selections, volunteer opportunities, and cultural pursuits, to a state-of-art-fitness and wellness center, on-site spa and salon, heated indoor pool and movie theater, this high-rise community is perfectly equipped to handle the diverse and evolving wants of the active senior – those with busy lives, second homes, or who travel extensively for business or pleasure.”

According to the Better Aging Study, which targeted a 12-month physical activity program focusing on well-being and daily functioning among seniors, the benefits of exercise include:

- Reducing muscle weakness as people age
- Improving strength, power and motor control as well as performance in common daily activities
- Changes in structural and contraction specific factors
- Recovery of several motor functions

“Technogym aims to create a fitness environment that is both engaging and motivating to each individual user – including comprehensive methods for healthy aging,” adds Nerio Alessandri, Technogym’s founder. “Human muscle strength reaches its peak between the second and third decades, shows a slow or imperceptible decrease until about 50 years of age and begins to decline thereafter at the rate of approximately 12% to 15% per decade, with more rapid losses above the age of 65. Therefore, a well-designed strength program becomes a crucial part of any training session.”



Present in more than 100 countries, Technogym equips some of the largest, world-class fitness facilities in the world, such as The Ritz Carlton. The company has also been named the exclusive-supplier for the Rio 2016 Olympics, and is the official supplier for a number of national and international athletic teams.

Designed to specifically to accommodate the modern senior, Ventana by Buckner residents will also be able to tailor personalized training programs on Technogym’s effective and easy-to-use equipment which incorporates the use of monitoring devices and cloud-based technology, known as mywellness key® and Wellness System®, to track program effectiveness and record the health status of participants. Data stored can be leveraged to make better therapeutic decisions regarding what to offer in terms of programming and with regard to evaluating the success of the program itself.



Ventana by Buckner, a Buckner Senior Living community scheduled to welcome residents to North Dallas in late 2018, will be a distinctive hi-rise Life Care Community providing a full complement of services, amenities, and health and wellness programs. Ventana is attracting prospective residents from the Greater Dallas area and from points across the country. It will join five other CCRCs in Texas operated by Buckner Retirement Services, which is the second-largest provider of non-profit senior living in Texas.

For more information on Ventana by Buckner, visit <http://www.ventanabybuckner.com/> or call 214-234-1035. For more information on Technogym, visit <http://www.technogym.com/us/>.

Note: Additional high-resolution photos, renderings, and information available upon request.

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Ventana by Buckner

[Ventana by Buckner](#), a Buckner Senior Living community scheduled to break ground in 2016 and welcome residents in late 2018, will be a distinctive Life Care Community providing a full complement of services, amenities, and health and wellness programs. Overlooking the Park Cities and downtown Dallas, Ventana's adjacent 12-story towers will feature 189 beautifully designed apartment homes for independent living and an on-site Health Center offering assisted living, including a dedicated memory care area, and skilled nursing. Buckner Senior Living, one of the largest not-for-profit senior living organizations in Texas, is a part of [Buckner International](#), a global, faith-based ministry with a 137-year presence in Dallas, and which serves hundreds of thousands of people each year in the United States and around the world.

Technogym

Founded in 1983, [Technogym](#) is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with Technogym and 35 million users train every day on Technogym. Technogym was the official

supplier for the last five editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and has been appointed as Official Supplier also for Rio 2016.