



Press Release

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NuStep, Inc. and Evangelical Homes of Michigan

Join Forces to Promote Wellness

Evangelical Homes of Michigan and NuStep, Inc. of Ann Arbor have joined forces to promote wellness in persons with dementia. NuStep announced their pledge to support the spa at Evangelical Homes of Michigan's new Memory Support Center at Brecon Village, at the grand opening celebration of the Memory Support Center on September 20, 2009. This pledge brought EHM's capital campaign to over \$1,620,000, exceeding their first goal of \$1,600,000.

"We are thrilled at the generosity of NuStep in making this substantial gift," said Denise Rabidoux, President and CEO of Evangelical Homes of Michigan. "We believe the spa is particularly significant to the life of residents of the Memory Support Center, because it offers hand and body massage, aroma therapy, pedicure treatment, relaxation therapy, and an optional bathing system. We are equally pleased at the partnership that has been formed throughout our relationship with NuStep, as it relates to our strategic focus on wellness and life enrichment."

Evangelical Homes of Michigan (EHM) has utilized NuStep equipment in their rehabilitation and fitness areas for several years. Last year, NuStep partnered with Evangelical Homes of Michigan for a study that placed NuStep equipment in the homes of two elderly Saline residents

to examine the effect accessibility to exercise equipment and personal training services had on the fitness level of the study participants.

“We have been measuring the progress of those residents and both have outperformed their targeted goals after 24 months of continued use,” said Steve Hopkins, Corporate Director of Physical Health and Wellness at Evangelical Homes of Michigan. “It was clear to us in the beginning that we shared a common philosophy with NuStep in that we are both focused on improving the quality of life for individuals, regardless of where they live. It’s an ideal partnership: they have years of expertise in equipment design, and we have expertise in delivering and cultivating wellness and physical health.”

NuStep officials agree that the relationship has benefitted those on all fronts. “We were considering how we could offer in-home equipment to individuals with limited access,” said Steve Sarns, Vice President of Sales and Marketing for NuStep. “When we approached Evangelical Homes of Michigan, things fit well, and we had a history of success with their short-term rehab participants. It just seemed natural to move to the next level with their independent residents and the wider community. We are very happy with the improvements of their residents, and we look forward to discovering more ways in which to benefit this new population of residents in the new Memory Support Center.”

Sarns added, “Like Evangelical Homes of Michigan, NuStep believes it is important to focus on the capabilities of individuals rather than their disabilities. The NuStep program with Evangelical Homes of Michigan has identified the benefits associated with increased activity and physical endurance regardless of short term memory loss.”

The Memory Support Center at Brecon Village was designed to meet the needs of residents, day program participants, caregivers and the community-at-large, and to provide support through the many stages of Alzheimer’s disease, dementia and memory loss. Specialized caregivers gear daily activities, support and care to meet each individual’s needs. Located on the campus of Brecon Village in Saline—the new Memory Support Center includes private apartment suites, four technologically enhanced Cottages, Adult Day Services (available 7 days a week), a resource library, specially designed gardens and all of the amenities and services that the community has come to expect from Evangelical Homes of Michigan.

About NuStep, Inc.

Headquartered in Ann Arbor, Michigan, NuStep, Inc. is the manufacturer of the NuStep Recumbent Cross Trainers. These patented machines were developed by exercise physiologists to help people stay in motion regardless of physical condition. The company's products are used at fitness, wellness and rehabilitation centers around the world, including the Mayo Clinic, the University of Michigan, the Cleveland Clinic and the Duke Center for Living. For more information, call 800-322-2209 or visit www.nustep.com.

About [Evangelical Homes of Michigan](http://www.EVANGELICALHOMES.org)

Evangelical Homes of Michigan is a not-for-profit organization that provides healthcare, housing and community services to seniors and their extended families. Evangelical Homes of Michigan serves as a health and human service ministry in affiliation with the United Church of Christ. In fiscal year 2008, Evangelical Homes of Michigan provided more than \$2.1 million in un-reimbursed charity care to residents, serving more than 2,000 individuals and their families by providing more than 44,600 days of care through-out their campuses in Southeast Michigan; including Ann Arbor, Detroit, Saline and Sterling Heights. Evangelical Homes of Michigan also owns and operates two home care agencies and provides an array of community-based services. Founded in 1879, the organization is governed by a 15-member Board of Directors, employs over 1,000 individuals and enjoys over 12,000 hours of volunteer services annually. In 2009, Evangelical Homes of Michigan was the recipient of the Leading-Edge Care and Services Award from Aging Services of Michigan, in 2006, they were recipients of the Business Enterprise Award from the Saline Area Chamber of Commerce and in 2004 and 2005 was named one of the Metro Detroit's 101 Best and Brightest Companies to Work For by the Michigan Business Professional Association. For more information about Evangelical Homes of Michigan and its many services and communities visit www.EVANGELICALHOMES.org.

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