



**Department for
the Aging**

Lilliam Barrios-Paoli Commissioner

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

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Exergamers NYC: Senior Centers to Connect Online for First-Ever Xbox Bowling Competition

NEW YORK, NY (October 15, 2013) Modern technology meets old school competition on Thursday, October 24, when seniors bowl strikes and spares on virtual bowling alley lanes during the City's first-ever Senior Center Kinect for Xbox Bowling Competition.

In a public/private partnership that builds upon the past success of New York City's very first Virtual Senior Center, created in 2010, the Department for the Aging (DFTA) and the Department of Information Technology & Telecommunications (DoITT) will team up with Microsoft to launch the very first Kinect for Xbox virtual bowling match between two of DFTA's Innovative Senior Centers (ISC) – The SAGE Center, the first LGBT senior center in the city, and Selfhelp, the city's first virtual senior center.

To promote a more active and social lifestyle for NYC seniors, the City worked with Microsoft to create "Exergamers NYC," a program that utilizes Kinect for Xbox in unexpected and non-traditional ways. This allows all participants, including blind and low vision seniors, to join in on the fun. Exergaming creates an immersive experience for seniors, right down to the cheering crowds, as participants bowl on virtual lanes, compete in boxing matches, swing for the fences on the baseball diamond and even enjoy a Zumba dance competition, among other interactive experiences. Online capabilities provide opportunities for senior centers from all five boroughs to compete against one another on the Xbox and then discuss and celebrate their achievements together over Skype.

To officially launch this exciting wellness initiative, seniors from Chelsea, Manhattan's SAGE Center will compete against Flushing, Queens' Selfhelp Senior Center on Thursday, October 24th, at 2pm. Guests can view the competition at either The SAGE Center (305 7th Avenue, 15th Floor) or the Selfhelp Benjamin Rosenthal Prince Street Senior Center (45-25 Kissena Blvd.).

In addition, demonstrations of the Kinect for Xbox games will be held at the VISIONS Selis Manor Senior Center (135 West 23rd Street), the City's first Innovative Senior Center for blind and visually-impaired seniors.

WHAT: First-ever NYC Senior Center Kinect for Xbox Bowling Competition.

WHO: The SAGE Center and Selfhelp Senior Center.

WHEN: Thursday, October 24, 2013
Competition begins at 2 p.m.

WHERE: Three Options

The Competition: The SAGE Center, 305 7th Ave. (15th Floor) vs.
Selfhelp Benjamin Rosenthal Prince Street Senior Center, 45-25 Kissena Blvd.

Additional Showcase: VISIONS Selis Manor Senior Center, 135 West 23rd St.

WHY: **Exergamers NYC** provides seniors with social engagement that encourages health and wellness.

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