



Nordic Walking Poles from www.SkiWalking.com Make ABC News

When Nordic Walking was covered in an ABC News article and caught on film by New York's CW11 the featured Nordic Walking Poles were the lightweight and durable one-piece VIP Nordic Ski Walking Poles from The American Nordic Walking System and www.skiwalking.com.

Glen Arbor, MI, May 21, 2008 --(PR.com)-- ABC News recently covered Nordic Walking - the fastest growing fitness activity in Europe. Nordic Walking poles from [The American Nordic Walking System](http://TheAmericanNordicWalkingSystem.com) and www.SkiWalking.com were pictured in the ABC News article about Nordic Ski Walking and the many health benefits of walking and/or running with these special fitness poles (<http://www.abcnews.go.com/Health/PainManagement/story?id=4825057&page=1>). The featured VIP Nordic Walking Poles are made in Lillehammer, Norway exclusively for The American Nordic Walking System and www.skiwalking.com.

ABC's title, "Adding Poles to Walking, Running Routines May Help Lower Exercise-Related Pain," sounds overly optimistic, but the staff at The American Nordic Walking System and www.skiwalking.com have received testimonials from hundreds of individuals. Thank you cards, happy customer emails and enthusiastic phone calls from successful customers are a daily occurrence. A partial list of success stories from happy customers include: individuals with a new knee or knees, new hip(s), MS, Parkinson's, Neuropathy, post polio, arthritis, rods in their back, scoliosis, shin splints, runners knee, inner ear problems, rotor cuff, carpal tunnel, weight issues and many other challenges.

The VIP Nordic Walking Poles were also recently seen in action during a TV segment on New York's CW11:
weblogs.cw11.com/news/local/morningnews/blogs/2008/03/wakeup_workout_nordic_walking.html#more.

Over 6 million Europeans are walking with poles - in the city, in the country and up in the mountains. Walking with poles not only burns more calories than regular walking; the poles reduce stress to the weight bearing joints. Nordic Walking poles also help to improve balance and stability.

One-piece Nordic Walking poles custom fit to each individual's height are safer, lighter and much more durable than twist-locking, adjustable length/telescoping/collapsible poles. Perfect length poles help us to automatically walk with a super straight back - better walking posture is biomechanically a good thing. This improved walking posture when combined with the unique 4-Wheel-Drive type action of walking with poles radically reduces the stress to the shins, knees, hips and back. Nordic Walking is low impact and yet provides a highly effective workout - burning more calories and working more muscle groups than regular walking.

The American Nordic Walking System and skiwalking.com have developed the three basic levels of Nordic Walking so that all ages and all fitness levels could benefit from Nordic Walking.

Level 1: Casually walking, hiking and trekking with the perfect length poles is healthy and good - burning



over 20% more calories than regular walking. Remember to keep your chin up, fingers relaxed and poles slightly angled back. Each pole plant is inline with the opposing foot's heel - alternating and never planting out in front unless going down a steep hill. When done correctly you will immediately notice your improved posture - automatically walking taller and with a straighter back without having to think about it. Nordic Walking at Level 1 offers huge benefits, is low impact and allows individuals with joint and/or balance issues to participate successfully in this wonderful fitness activity.

Level 2: Requires the arms to fully reach out while keeping the poles slightly angled back at all times. This full arm extension will help to burn over 30% more calories than regular walking. You will find that your walking pace will speed up and your stride will naturally lengthen. Never fake a long stride - allow it to happen naturally. Keep your chin up and fingers relaxed. Shifting from Level 1 to Level 2 is like shifting gears in a car. Level 2 continues to reinforce improved walking posture when done correctly. Again, the poles are never planted in front of the lead heel unless you are descending a steep hill. Do not lean forward.

Level 3: Includes the full arm extension + a firm pole plant (don't be gentle), constant pressure from the heel of the hand into the strap and a follow-through push when the hand passes by the hips. Level 3 burns over 40% more calories than regular walking. Level 3 requires maximum push and can only be effectively done with real Nordic Ski Walking Poles equipped with real Nordic Walking Straps. And remember the poles are never planted in front of the lead heel unless you are descending a steep hill. Don't squeeze the poles - keep your fingers relaxed and take advantage of the fingerless glove type straps! Level 3 is big in Europe, but Levels 1 and 2 are more practical for most Americans.

The best Nordic Walking straps are patented by the Salomon Ski Company. These patents have revolutionized cross country skiing and ski racing by providing a secure, but hinged connection to the pole. These comfortable patented straps eliminate the need to grip the poles and allow the power to be transmitted from the hand into the strap - maximizing effectiveness, stability and comfort.

Leading European pole manufacturers like EXEL, ONEWAY and SWIX all utilize these top quality straps on their best poles. Many of the twist-locking adjustable length poles coming out of China have tried to copy these straps in violation of the patent rights and are often manufactured with sub-standard materials and craftsmanship.

According to Pete Edwards, certified Nordic Walking Instructor, “the new participants in my Nordic Walking Classes that already have adjustable length poles consistently complain about the twist-locks on their poles. The twist-locking poles are reported to be noisy (rattle and vibrate), won't hold their positions and/or stop working altogether. That is why we always recommend durable one-piece poles custom fit to each individual's height for everyday use, for travel and especially for seniors and individuals with balance issues.” Edwards also notes that “the class participants that had been using downhill and cross country poles prior to taking one of his classes discovered the benefits of using the correct length poles and the many noticeable benefits of using real Nordic Walking Straps.”

It is exciting that Nordic Walking is getting the attention it deserves here in the USA.



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