

Four more groups gain Blue Zones recognition

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Two businesses that focus on physical health, a church and a group that helps people find their purpose in life are the latest organizations to embrace The Blue Zones Project.

Legacy Church is the first church in Estero to become recognized by the longevity initiative underway in Southwest Florida.

The church's minister, Nolen Rollins, is the founder of Kingdom Mobilization which also has gained recognition from the Blue Zones. Kingdom Mobilization helps people identify and engage in their life's purpose through a structured coaching program.

The two businesses taking part are greenmonkey yoga and Max Flex Fitness.

To be recognized by the Blue Zones, a business, civic organization, residential community and the like must embrace principles of the project to make healthy changes in daily practices and offer healthier alternatives for employees, clients or members.

"We wanted to become a part of the Blue Zones Project because yoga naturally provides many of the Power 9



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Kingdom Mobilization chairman, Jerry Findley, left, and its founder, Nolen Rollins, stand with Deb Logan, executive director of The Blue Zones Project.

elements of well-being," said Tiffany Smith, owner of greenmonkey, located at 6200 Trail Blvd. "Our programs have already touched so many people's lives and we look forward to reaching even more."

The "Power Nine" are nine principles of longevity identified by former National Geographics explorer Dan Buettner who traveled the world and found cultures where people live to 100 or longer. They tend to share the principles. He wrote a book about it, titled



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Max Flex trainers Nino Maggadino, left, and James Metcalf.

"The Blue Zones Project" and it became a New York Times' bestseller.

The "Power Nine" include moving naturally by being physically active, knowing your purpose in life, taking time to relax, having a healthy social network and putting loved ones first.

Other principles include participating in a religious community, limiting alcohol consumption, eating a plant-salant diet and stopping to eat when you are 80 percent full.

The Blue Zones was introduced to Southwest Florida in 2015 by the NCH

Healthcare System. NCH is underwriting the initiative in Collier and south Lee counties.

Project consultants work the groups in the community to help identify ways to offer healthier choices in daily activities.

Rollins, founder of Kingdom Mobilization, said the nonprofit organization and the Blue Zones share a mission of helping people discover their purpose in life and engaging in it. Kingdom Mobilization involves a detailed coaching process, called GPS Life Journey, and it has been translated into five languages and has been used in 17 countries, he said.

Research shows people who know their purpose and are engaged with it live longer, Rollins said.

Max Flex, a team of personal trainers and wellness coaches in Naples since 2011, got involved in the Blue Zones to reaffirm its commitment to individuals' well-being, said Nino Maggadino, owner of Max Flex.

"Our mission is to provide the finest fitness and wellness services to each person we serve by focusing on a whole-person approach, aligning with the Power 9 of the Blue Zones Project," he said.