

Cooper Aerobics' Mission for Heart Health

Cooper Aerobics' mission for more than 40 years has been helping people *Get Cooperized* through the practice of preventive medicine by identifying early signs of heart disease. Dr. Kenneth Cooper first proved the benefits of aerobic exercise for heart health in his 1968 book, *Aerobics*. He founded Cooper Aerobics to help people achieve optimum health and fitness at every stage of life. He has since directed research establishing the cardiovascular benefits of exercise and has effectively worked to translate these findings into public policy and institutional programs.

Advancing Science through Research

The Cooper Institute is dedicated to health research and education, having published more than 600 articles and manuscripts in peer-reviewed journals and lay publications. Research conducted at The Cooper Institute has influenced major national public policy initiatives from the American Heart Association. In 1992, Dr. Kenneth Cooper and The Cooper Institute greatly influenced the decision by the American Heart Association to label physical inactivity as a risk factor for heart disease.

Supporting Legislative and Policy Efforts

Dr. Kenneth Cooper is leading the fight to require recommended levels of physical education and healthy food options in schools. He has sought for the passage of a statewide law that will eliminate all trans fats in public school programs and urged strengthened physical education in schools through FitnessGram® testing. Dr. Cooper is also working with Smoke Free Texas to advocate the passage of a statewide smoke-free law in Texas.

Influencing the American Diet

At the direction of Dr. Kenneth Cooper and a team of food scientists, in 2002 Frito Lay introduced a wide variety of better-for-you snacks by eliminating trans fats from America's favorite salty snacks – Dorito's, Tostitos, Lays and Cheetos – while still offering great taste. For three years, the back of Baked Lay's packages included this quote from Dr. Cooper, "Fitness is a journey, not a destination. It must be continued for the rest of your life."

Founding the Dallas Heart Walk

Dr. Kenneth Cooper founded the Dallas Heart Walk in 1992, which attracted some 450 participants and raised \$50,000. He has been a decisive factor in the growth and success of the event, as it became the Number One Heart Walk in the nation. In 2011 Dr. Cooper returned as honorary chair of the Dallas Heart Walk, the largest fundraising event in the Association's history and one of the top ten charity events in the country. Since its inception under Dr. Cooper's leadership, Dallas Heart Walks have raised more than \$24 million while Cooper Aerobics Center itself has raised more than \$340,000.

Leading the Dallas Division

In 2012 Dr. Tyler Cooper began a two-year term board president of the Dallas Division of the American Heart Association. The board is responsible for elevating the profile of the American Heart Association and making local communities healthier.

Additional Resources

- [Watch a video](#) of Dr. Kenneth Cooper sharing the importance of Heart Walks.
- [Read heart healthy articles](#) from Cooper Aerobics experts.
- [Read the news release](#) announcing Dr. Tyler Cooper as board president.

About Cooper Aerobics

Founded in 1970 by Kenneth H. Cooper, MD, MPH, Cooper Aerobics in Dallas serves as the headquarters for seven health and wellness companies and a research and education nonprofit, The Cooper Institute®. Cooper Aerobics is the health and wellness resource that bases its recommendations on its world-leading body of data and expertise. Through the array of services Cooper offers, millions have been inspired to make good health a habit, helping improve their quality and quantity of life. Cooper Aerobics challenges people to *Get Cooperized*™ by adopting a healthy living mindset and following eight health guidelines developed by Dr. Cooper. A second location, Cooper Aerobics at Craig Ranch, is located in McKinney, Texas. For more information, call 866.906.COOP (2667) or visit cooperaerobics.com.

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