

News Release

FOR FURTHER INFORMATION CONTACT:

Holt Hamilton Films

(602)769.7681

HoltHamilton.com

For Immediate Release

23 Sep, 2019

Holt Hamilton Films Release New Fitness Videos for Native Country **'Native Fit with Freida' Season One, Now Available**

MESA — Holt Hamilton Films, who brought you the award winning movies *More Than Frybread*, *Turquoise Rose*, *Legends from the Sky*, and other indigenous family classics have announced their first fitness series "**Native Fit with Freida**" is now available for purchase.

The series, which contains 16 half hour episodes, over eight hours of heart-pumping exercise and filmed entirely on the Navajo reservation, was produced specifically with the Native American individual in mind. Elfreida Barton, an enrolled member of the Navajo Tribe, signed on to host the series. "I couldn't have found a better person, both from a fitness perspective, a culturally sensitive perspective and one who cares deeply about her Native peoples health and well-being, to host this first season", stated filmmaker Holt Hamilton in an earlier interview. "She lives, breathes and I'm confident, dreams this stuff! Early in the process, I shared my vision of the series with her and then quickly got out of her way. As we filmed episode after episode of her carefully crafted routines, her knowledge of Native country and workouts designed for anyone wanting to improve their health, regardless of skill or age, was something to witness."

As many may know, Native Americans have battled with health issues, some of which include obesity and diabetes throughout the United States and Canada, for many years. According to the Center for Disease Control and Prevention, "Native Americans (American Indians and Alaska Natives) have a greater chance of having diabetes than any other US racial group." (CDC.gov) The Federal government also started a program "In response to the diabetes epidemic among American Indian and Alaska Native (AI/AN) people, Congress established the Special Diabetes Program for Indians (SDPI) in 1997 to provide funds for diabetes prevention and treatment services." The SDPI found that "a small amount of weight loss, achieved through lifestyle changes, could prevent the onset of type 2 diabetes... a lifestyle intervention was more effective than medication in preventing or delaying the onset of type 2." (IHS.gov)

With this in mind, Hamilton wanted to create a positive Native led and instructed initiative through the power of the visual medium. "The Native Fit Series, is all about using what resources we have available right now, without spending gobs of money on expensive equipment, finding some self motivation and with Freida's positive encouragement turning our own home, or hogan, into our personal, sacred gym."

Hamilton promised there are more innovative series coming for seekers of a healthier lifestyle through self-prevention and empowering methods. The series is now available on the Holt Hamilton website. Plans are in motion to have the series available through local Tribal Health Centers and IHS facilities around the country.

www.HoltHamilton.com.

To arrange an interview please contact Travis at (602) 769.7681, travis@holthamilton.com

###
