

LA fitness
We'll get there together.

Press information.

LA Fitness Launches Small Group Training Programmes Nationwide

LA fitness is launching a set of innovative training programmes offering members a unique proposition un-rivaled by any other gym chain.

By end March 2011, LA fitness clubs across the country will be introducing Small Group Training – the umbrella name for a series of intensive programmes that combine fun, interactive exercises and games with diet and expert nutritional advice.

The first Small group training programme to be introduced is 'Accelerator,' a 4 week fast track programme to aid weight loss and build a solid foundation of exercise and nutrition knowledge to give members the tools they need to maintain their fitness and weight loss after they have completed the programme. Led by an LA fitness Coach, the classes are for up to 16 people at a time and break down into 2 x 1 hour sessions per week for four weeks including a 10 minute education at the start of each session to help build members knowledge around diet, nutrition and exercise. The circuit based format utilises functional exercise and are designed to be fun and interactive with members working alone and in small groups across a variety of specialist equipment – ranging from Kettle Bells, Power Bags and Reactor Balls to relay cones for teams to run around - all ensuring everyone gets a demanding workout.



The secondary Small Group Training programme to be released is Fight Fit; an intense 6 week course designed to develop speed, strength and co-ordination while helping lose weight, build muscle tone and de-stress. Designed by world-boxing champions and international fitness experts, Fight Fit enhances member's fitness routines while learning real boxing skills. It offers the ultimate all-over body workout.

Mark Talley, LA fitness National Fitness Director says: "We are constantly looking at new, innovative ways in which we can help our members achieve their fitness goals. Small Group Training is designed to be fun, interactive and provide people with an intensive schedule that not only boosts their existing routines, but also has an educational element that will last beyond the course itself. We recognise that getting fit is hard work, so we've created these circuit-based exercises to be as fun as possible with game playing and team work. We want to help our members understand more about their bodies and how diet and nutrition affect their health and wellbeing, so we've included a mini-workshop in each session which we will build on each week."

Both programmes are available to members at an exclusive price of just £99, plus non-members can also take part in the programme for a one-off payment of £149.

The Small Group Training Programmes are part of LA fitness' new £30million refurbishment programme and the launch in January this year of the new LA fitness Experience offering an enhanced experience for all its customers – from coaching and Crew Classes to nutrition workshops.

Ends.

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About LA fitness. LA Fitness is a market leader in offering a wide range of fitness options in convenient locations. Positioned in the premium-value segment of the health club market, its business philosophy is to provide the facilities and the motivation for people of all ages, shapes and sizes to get as fit as they realistically can in a vibrant and friendly environment. With 80 clubs in the UK and Ireland, facilities include fully equipped gyms, personal training, over 40 studio classes a week in most clubs, spin studios, swimming pools, and sauna/steam rooms. That's why nearly 230,000 people choose to be members of LA Fitness. www.lafitness.co.uk