

MEDIA RELEASE

July 2014

FROM LEOTARDS TO LEGGINGS, 25 YEARS ON FERNWOOD SUPPORTS WOMEN OF WESTERN VICTORIA WITH OUR NEW 28 DAY BREAKTHRU™ ONLINE PROGRAM

From leotards to leggings, Les Mills to Zumba, fluoro to black and back again, Fernwood Fitness has proudly produced transformed women's lives for 25 years.

To celebrate this remarkable milestone, and help women in Ballarat and surrounds achieve their best body for life, Fernwood Fitness alongside health and fitness coaches Susan, Tracey and Genevieve, Fernwood's online angels, has created the 28 Day Breakthru™ online program offering the perfect combination of exercise, nutrition and mindset.

Fernwood Ballarat Business Development Manager, Jacqui Kelly said the first 28 days after joining a gym is the most crucial time to set someone up to succeed and having the 28 Day Breakthru™ as part of Fernwood's New Member Experience offers twice the support by allowing women to learn and discover online as they begin their gym membership at Fernwood Fitness Ballarat.

"We know that it takes to make a real change and have proudly helped hundreds of Western Victorian women get out of bad habit hell for the past 25 years," said Jacqui.

"Whether you are looking to get beach ready, get your pre-baby body back or simply fight the winter blues, the 28 Day Breakthru™ offers an exercise plan designed for mind and body; and a healthy, clean and delicious menu with easy recipes to support your journey."

Fitness can be boring and the 28 Day Breakthru™ has an exercise plan that will avoid the dull routine of working out. The program mixes up your workout to include fun circuit-style workouts, compound exercises, a mix of cardio options, Functional Fit, yoga, Pilates and more.

The 28 Day Breakthru™ also offers a comprehensive exercise database allowing users to learn how to do specific exercises, master technique and get tips on how to maximise exercise from everyday activities, such as gardening and housework.

The program also incorporates a over 300 recipes that you can enjoy with your family so you're not making separate meals for yourself. And with this new program you will never feel alone in your journey to wellness as we have incorporated an online forum to support members at any time of the day or night.

New members to Fernwood Fitness Ballarat will receive the 28 Day Breakthru™ as part of their first 28 days, combining the online program with in club sessions to create the most comprehensive and personalised gym member induction on the market.

For further information call Jacqui on 53322300 or visit <http://www.fernwoodfitness.com.au/28daybreakthru>

*****END*****