



OUTDOOR
SKY'S THE LIMIT

FitnessFirst

Media Release
For Immediate Release

THE SKY IS THE LIMIT WITH FITNESS FIRST OUTDOOR

Fitness First Launches Group Outdoor Training

Training outdoors in the parks and on the beaches has long been part of the Australian lifestyle. But the days of being screamed at by a surly instructor in camouflage have moved on. That's why Fitness First has just launched a new group training program called Fitness First Outdoor to replace the more traditional Bootcamp. But if you think it is any less intense then think again.

Fitness First Outdoor is designed to inspire a wider variety of people to get fit. Fitness First Outdoor instructors will run sessions using a huge range of equipment, exercises, activities and programming, and is suitable for participants with an array of fitness levels. The new sessions are focused on high energy, team work and positive motivation.

There are around 40 training locations nationally and each location will utilise the natural environment available.

Michael Cunico, Fitness First Health and Fitness Advisor, says that Fitness First Outdoor is a fantastic way for Australians to get active.

"The physical benefits of Outdoor training include increased fitness levels, reduced body fat and increased muscle tone," said Cunico.

"The results gained however are not only physical - with more physical activity you may sleep better, have more energy and in some cases, feel more confident and motivated in all other areas of your life.

"Fitness First Outdoor is a great way for you to kick start your fitness with the aim of achieving a healthier lifestyle."

You don't have to be a Fitness First member to participate in the Outdoor program, however there is a special rate for current Fitness First members.

To find out more information call 1300 36 54 78 or go to <http://www.fitnessfirst.com.au/services/outdoor>.

Fitness First is committed to making Australia a fitter place - so join Fitness First Outdoors and get active for a healthier, fitter 2010.

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Further media information/interviews:

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About Fitness First

Fitness First is the largest privately owned health club group in the world with over 540 Fitness First clubs worldwide reaching over 1.4 million members in 19 countries. In Australia there are 93 Fitness First clubs with over 350,000 members. Every month there are more than 2 million visits to a Fitness First club in Australia, with over 200,000 personal training sessions and more than 20,000 Group Exercise classes. Our mission is simple. We want to make the World a **fitter** place. www.fitnessfirst.com.au