



FFIT HOLIDAYS FITNESS FIRST INITIATIVE FOR TEENS

Media Release
For Immediate Release

Free Fitness Program Keeps Teens Active During Holidays

Encouraging teenagers to keep active during the school holidays can be challenging however the free fitness holiday program, offered by Fitness First, gives teens access to fitness facilities during the school holidays.

Through FFIT (Fitness First Initiative for Teens), teens can keep active all year round for free by participating in the FFIT Schools and FFIT Holidays programs.

FFIT Holidays gives teenagers free access to gym equipment and group fitness classes during the school holidays. It's an ideal way for teens who may not be confident in traditional team or competitive sports to explore different exercise and activity options at their own pace and without peer pressure.

To become a FFIT Holidays participant you need to bring in a pre-exercise form that is signed by your parent or guardian. You can collect a form from your local club reception or you can download it at www.fitnessfirst.com.au/community/ffit

Once registered, students receive a FFIT Holidays Membership Card for the holiday period and must take part in a scheduled induction to learn how to safely use the equipment, find out about the various group exercises classes on offer and learn how the FFIT Holidays program works.

Geoff Huegill, FFIT ambassador thinks it is important for everyone to be able to find a type of exercise that they can enjoy.

"I think the Fitness First Initiative for Teens is an awesome way to help young Australians discover physical activity and understand the positive impact exercise can have on how they feel," said Huegill

"I have had my own battles with health and fitness and can understand how hard it is to get motivated to exercise and take care of yourself.

"I hope that teens taking part in FFIT will come to understand how much better they can feel when you include exercise in your weekly routine."

Kristen Bale, Fitness First FFIT Holidays program coordinator, says Fitness First is concerned with the increasing number of overweight teenagers in Australia and is therefore making fitness easily available to teens.

"The number of overweight teenagers has doubled in the last 20 years, mainly because our lifestyles have become more sedentary," said Mrs Bale.

"Lack of activity and poor eating habits are the main factors contributing to Australia's rising levels of obesity which affects both adults and children.

"Fitness First sees FFIT Holidays as a fun and safe way to introduce teenagers to the gym and allow them time to find activities which are fun and will motivate them to get active on a regular basis."

FFIT Holidays is part of the broader FFIT program which aims to make fitness easily accessible to teenagers. While FFIT Holidays keeps kids active when they're on a break from school, FFIT Schools provides free Group Fitness classes for all secondary schools across Australia during the school term.

"Fitness First clubs across Australia are partnering with schools in their local area to provide fitness options to all teenagers and adding variety to the school physical education program," said Mrs Bale.

It's a free program which is part of our community commitment to making Australia a fitter place.+

For further information about the Fitness First FFIT Holidays program, visit www.fitnessfirst.com.au

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To organise an interview or images, please contact:

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Fitness First Initiative for Teenagers (FFIT)

FFIT is an initiative from Fitness First providing free fitness to Australian teenagers all year round through its two programs, FFIT Schools & FFIT Holidays.

FFIT Schools

In an effort to give secondary school students a healthy and active start in life, Fitness First runs FFIT Schools in all of its 92 Australian clubs. The FFIT Schools program provides secondary school students (Years 7 - 12) with exclusive group fitness classes which are run during school hours, by qualified Fitness First instructors. Fitness First fully funds the FFIT Schools program so there is no cost to the students, parents or the schools.

FFIT Holidays

FFIT Holidays allows 14-18 year olds to attend Fitness First during the school holidays for free.

About Fitness First Australia

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 92 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