



MEDIA RELEASE
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HUEGILL FIT TO JUDGE INSPIRATIONAL AWARDS

Swimming comeback sensation Geoff Huegill hopes to inspire others to take control of their health and fitness through his involvement in the annual Fitness First 'New You' Achievement Awards (NYAA).

Entries are now open for the Awards, which celebrate the outstanding achievements of Fitness First members who have made significant changes to their health and lifestyle through exercise.

Huegill has joined the judging panel for the Awards and says his personal health and fitness journey - going from Olympic medallist to an overweight party boy and back to a world class athlete again - gives him a unique perspective on what the awards entrants have gone through to achieve their goals.

"I went from being at the peak of physical fitness to depressed and overweight, so I understand how hard it is to drag yourself out of that dark place and motivate yourself to take control of your life again," says Huegill.

"I love the idea that Fitness First are celebrating their members for making such major changes in their lives through fitness - these members thoroughly deserve the recognition the Fitness First 'New You' Achievement Awards provide.

"I'm really looking forward to seeing the stories of entrants in the awards and to meeting the finalists we select because I know their achievements will inspire me to continue towards my goals too."

If you're a Fitness First member who has achieved a 'new you' through exercise and made changes to your lifestyle to help improve your health or fitness, you should enter the 'New You' Achievement Awards.

Fitness First Australia Marketing Director Andy Mallinson said "the 'New You' Achievement Awards are about recognising members' successes through the commitment they've made to exercise and improving their overall health and wellbeing.

"Our members visit our clubs over 2 million times every month which reflects how committed they are to improving their health, fitness and quality of life," said Mallinson.

"Some people come to our clubs because they have specific health needs, others come because they want to run a half marathon and some come because they need to make significant lifestyle changes.

"Whatever their aim, we want to reward the achievements of our members."

There are five categories in the Fitness First 'New You' Achievement Awards:

- **Health** - if you've overcome or managed an illness/condition, injury or recovered from an operation through training at a Fitness First club, or if your improved health and fitness helped you live a more fulfilling life, this is the category for you.
- **Shape** - if you have made a difference to your physical appearance, confidence and wellbeing from training at Fitness First. This category is specifically for people who have achieved significant weight loss or healthy weight gain resulting in overall improvements in their health and fitness.
- **Sport** - has training at Fitness First helped improve your sports performance, have you found a passion for sport, or have you competed and excelled in a new sport or team activity as a result of your fitness level?
- **Strength** - this category is if training at Fitness First helped you increase your muscle tone and improved your overall physique.
- **Seniors** - if you are aged 50 years and over and exercise regularly at Fitness First, enter this category and tell us why you exercise and what impact the training you do has had on your life and wellbeing.

Fitness First members can nominate themselves for the New You Achievement Awards by entering online at www.fitnessfirst.com.au/nyaa or completing an entry form available at all Fitness First clubs

The overall New You Awards winner will win the trip of a lifetime to Tahiti courtesy of Air Tahiti Nui, Le Meridien and Tahiti Tourism, including seven nights accommodation and \$2000 spending money courtesy of Fitness First.

Entries close 5pm Friday 18 September 2009.

Category finalists will be announced on Friday 2 October and the Winners will be announced at the New You Achievement Awards dinner Friday 30 October 2009.

Ends.

About Fitness First Australia

Fitness First is the market leader in the Australian fitness industry offering 91 clubs throughout New South Wales, Victoria, ACT, South Australia, Queensland and Western Australia, catering to over 400,000 members.

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