



MEDIA RELEASE

fit4acause.org

For Immediate Release
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**World Women's Curling Champion Jennifer Jones,
Osborne House Shelter, and Local Partners
Launch New Fitness Boot Camp for Women!**

Fit4 a Cause, a New Boot Camp for Women provides Group Exercise, Life Coaching and access to a Financial Advisor while donating a portion of proceeds to Osborne House shelter for women and children.

Winnipeg - Fit4 a Cause is pleased to announce the launch of a new boot camp for women. This new venture will provide group exercise classes to local women to improve their overall physical health. The boot camps will launch with four locations: Royal Dance Dance South at 3-1455 Waverley St., Institute of Dance of Manitoba at 7-1604 St. Mary's Rd., Patricia's Dance Studio at 20-2025 Corydon Ave, Lord Roberts Community Centre (Gymnasium) at C-725 Kylemore Ave. The boot camps are held indoors early mornings during the winter, outdoors during spring and summer. The program will focus on the "total" health of its participants by including access to a "Life Coach" and a local financial advisor. **Fit4 a Cause** has named Osborne House shelter for women and children as its charity partner. A portion of the proceeds will fund the Healthy Coping program at Osborne House here in Winnipeg.

Jennifer Jones, World Women's Curling Champion is endorsing **Fit4 a Cause** and serving as the public face of the program. Jennifer is making her time available to promote the organization and the charity. Jennifer says "What's different about our team is that we are here to support a great cause in Osborne House shelter, as well as providing a very effective and fun way to get in shape". The curriculum of the boot camps is based on conditioning techniques unique to specific sports such as boxing and winter sports training. Jennifer Jones is sharing her personal workout routine to **Fit4 a Cause** for use at its boot camps.

For more information about the boot camps, Osborne House and to register online go to www.fit4acause.org. Participants can also find information on the **Fit4 a Cause** personal trainers. The website includes FAQ for customers to find answers to common questions and concerns. Participants are asked to indicate their interest in receiving Life Coaching and financial advice information during the registration process. The fees, which are much lower than typical rates for a personal trainer at a gym are \$299.00 for an unlimited Monday – Friday pass for the four-week sessions. A pass allowing only Monday, Wednesday and Friday attendance costs \$199.00 for a four-week session. Daily times are 5:45a.m. to 6:45a.m. for the first class or 7:00a.m. to 8:00a.m. for the second class.

Life Coaching: Fit4 a Cause partner, Aisha Alfa of Alfa Life Coaching, has this to say about life coaching: “A professional life coach will help you assess your life balance, talk to you about your goals and what’s important in your life and work with you to create an action plan. Life coaching is not a quick fix or a short term fun pass - working with a life coach is work! You will be challenged to really think about what you want to do, not what you think you “should” do. You will begin looking at yourself and your life differently, learn how to change your mental programming to change your results and learn to love and expect success in all aspects of your life. You will set up meetings with your life coach weekly or biweekly to go over goals, follow-up on progress and celebrate successes. The process is life changing and will really put you in touch with your best self!”

Osborne House: Osborne House empowers women and their children who are experiencing domestic abuse by providing them with a safe and supportive environment through residential and non-residential programs and services. The purpose of the Women's Shelter Program is to offer protection and a full range of support services for women and their children who are experiencing abuse by an intimate partner. Women are provided with opportunities to learn about available resources and lifestyle alternatives which may assist them in making informed personal choices and decisions. www.osbornehouse.org

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