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OCTOBER 2010

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INTERNAL RETENTION TOOLS

HOW FOCUSING ON
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BodyScapes Fitness Supports National Breast Cancer Awareness Month with Cybex



Diagnostic Centre.

“CYBEX’s pink treadmill offers the exercise world a unique opportunity to support National Breast Cancer Awareness Month,” said BodyScapes Fitness Founder Robert Shapiro. “Studies show that exercise can help prevent breast cancer, regardless of a woman’s age, so we felt this was a great way to inspire healthy habits in a fun way — while also creating awareness of the Sagoff Breast Imaging and Diagnostic Centre’s offerings.”

BodyScapes Fitness members will be asked to help track miles run and money earned by logging their miles using a sign-in sheet at the front desk. Non-members are also invited to receive a complimentary one-day pass to the clubs to be able to log miles on the pink treadmill.

In addition to BodyScapes contribution, CYBEX will donate 10 cents to the Breast Cancer Research Foundation for every mile run nationwide on the pink treadmills in October.

BodyScapes Fitness is again raising awareness of National Breast Cancer Awareness Month by turning their clubs’ CYBEX 750T pink treadmills into fundraising machines. During the month of October, BodyScapes Fitness will donate \$1.00 for every mile logged on the pink treadmills at each of their three locations (Brookline, Southborough and Hingham, Mass.) to Faulkner Hospital’s Sagoff Breast Imaging and

Power Plate North America Teams Up with The National Academy of Sports Medicine

Power Plate North America announced a multi-tiered partnership with The National Academy of Sports Medicine, which specializes in personal trainer certification, corrective exercise and sports performance training. The relationship will expand the certification of trainers and scientific research in whole-body vibration (WBV) and Power Plate training.

“This partnership marks a new phase of growth for whole body vibration and for Power Plate, as the leader in the field,” said Mark de Gorter, the president of Power Plate North America. “Through our shared commitment to education, we hope to generate awareness in both the trainer and scientific communities about the varied and numerous uses and benefits of Power Plate exercise and WBV.”

Through the partnership, 10 NASM Master Trainers have been trained and certified on Power Plate, and all personal trainers certified by NASM will be able

to earn continuing education credits for Power Plate training.

The relationship will also focus on further developing the science behind Power Plate technology. NASM is working closely with Power Plate and the University of North Carolina at Chapel Hill to conduct research on the benefits of Acceleration Training for bone and joint health, as well as validate past findings in Acceleration Training benefits relative to strength gains, improved flexibility and circulation, along with improvement in bone density and weight loss.

“We are very excited to partner with the industry leader in whole body vibration training,” said Dr. Micheal Clark, the NASM CEO. “We believe this strategic alliance with Power Plate will allow NASM certified personal trainers to enhance their knowledge, skills and abilities, better market their services, and ultimately help the masses achieve their health and fitness goals.”



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