

# **FIT CAMP**

**ON-SITE, CORPORATE WEIGHT LOSS CONTEST HELD  
BY ONE OF NEWPORT ATHLETIC CLUB'S  
PERSONAL TRAINERS  
*AT YOUR OFFICE***

**WITH YOUR CO-WORKERS & FRIENDS...MAKING IT IMPOSSIBLE TO MISS A  
WORKOUT ~ AND CREATING A BUZZ OF FITNESS FOR ALL TO SEE!**

**“The reason I keep doing FitCamp is  
because I know I have NO EXCUSE not to leave  
my desk for the mid-day workouts ~ it's like  
being paid to work out!”**

*3rd time Advanced Financial Services FitCamp Participant - 36 lbs lost so far!*

**The BIGGEST PERCENT BODYFAT LOSER  
*wins their money back!!!***

These are tough workouts held in conference rooms & outdoors, that are modified to all fitness levels with one common goal ~ getting 10 people in the best shape they can be in 8 weeks.

# the fine print..

All we need to organize a FitCamp is permission to post flyers around your building, and the assistance of a mass email to your company or posting in an employee newsletter ~ we handle the rest! Some companies choose to assist their employees with payroll deduction or reimbursement for part of the program, but that's not required.

Our first step would be to set up a meeting with your Personal Trainer to go over all the logistics. But here are the nuts & bolts of the program:

## The FITCAMP program includes....

- \* Membership at Newport Athletic Club for nonmembers
- \* Your own Personal Trainer
- \* Accountability, a deadline, and a GOAL
- \* 2 Body Composition Tests (PreTesting, PostTesting)
- \* 14 Basic Training/Boot Camp Sessions (all levels welcome)
- \* Required Workout Homework
- \* Before & After Photos
- \* End of Camp Awards Session

## The FITCAMP program requires...

- \* a fitness COMMITMENT from you
- \* \$375 to participate for Non Newport Athletic Club Members
- \* \$299 for current Newport Athletic Club Members

## Some notes...

- \* We'll provide basic nutrition tips from our personal trainer perspective and experience - our advice should not be taken over that of your doctor, and any concerns you have you should consult with them first!
- \* Average bodyfat loss among campers is 1-2% per WEEK - if you take this seriously, you will achieve a new fitness level!
- \* The chance to win CASH ~ money back to the HIGHEST PERCENT body fat loss (Winner is calculated based on a percent of what you *had* to start with ~ so it's fair to all.)

## You've probably heard some of these, but here are some facts about running corporate wellness programs ~

~ More Productive:

"Fit employees are more productive, more creative & more competitive."

*T. Pickens, Chairman, Mesa Petroleum*

~ Reduced Absenteeism:

"The Canadian Life Assurance Company found that turnover among fitness participants was 32.4% lower over a seven year period compared with participants."

*Canadian Journal of Health, February*

~ Return on Investment:

Motorola returned \$3.15 per dollar from it's employee fitness program.

PepsiCo found it's corporate fitness program had a 300% return on investment, \$3 for every \$1 invested.

*The Economic Impact of Employee Health & Fitness, Fitness Systems*