



Fitness Facts

Stretching Your Day To Include Fitness

(NAPSA)—When it comes to America's growing waistlines, knowledge about combating them is not the problem. Research shows, the majority of Americans recognize a fitness routine's value in contributing to better health, but only 12 percent participate in one.

Time is the number one barrier to exercise, followed closely by convenience. This isn't news to Mark Mastrov, founder and CEO of 24 Hour Fitness, who recognized time as a barrier to fitness back in 1983. At one of Mastrov's first clubs, workout-ready members began arriving at 4:30 a.m.—30 minutes before the club officially opened—the only time they could fit fitness into their lives. Acknowledging an exercise routine did not always match a 9-to-5 day, Mastrov hired an after-hours clerk and kept his health club open 24 hours a day.

"The best way to stick to a fitness routine is find something that works for you," says renowned exercise physiologist Dr. Kevin Steele. "Joining a health club is a great first step. So many clubs today have extended hours or are even open 24 hours a day to help people fit fitness into their hectic schedules. And the larger chains have locations all over, making it easy to find one that is conveniently located to you."

In addition to finding a health club where the hours match yours,



For many people, fitness just doesn't fit in a 9-to-5 day.

experts say certain small efforts can make a big difference towards keeping people on track to meet their fitness goals, including:

- **Pack a gym bag the night before:** Being rushed or late in the morning is no longer an excuse for skipping your workout.

- **Pick a workout time that is convenient:** Try to make it a habit, but be flexible.

- **Surround yourself with people who want you to succeed:** Find a workout buddy at the office or join a running club with regular meetings.

Today, health clubs like 24 Hour Fitness continue to break down fitness barriers by innovating exercise routines to fit into consumers' hectic lifestyles. Recent innovations include:

- **Express Classes:** The ultimate group exercise workout in just 30 minutes.

- **Speed Round:** For those boxing and kickboxing fanatics, a 30-minute version of your favorite class.

- **Circuit Training:** Together with a professional trainer, you can design a quick and efficient circuit that helps you meet your goals.

Aside from designing 30-minute classes to fit into America's busy lifestyles and putting clubs where you can really use them, a few health clubs also provide complete personal training programs. Working directly with a personal trainer, members can create the right routine and schedule to fit into their timetable and help them meet their fitness goals.

"New research continues to reaffirm what 24 Hour Fitness has known for decades," says Steele. "Incorporating a fitness routine into daily life works. The benefits of fitness span the continuum from preventing heart disease and certain types of cancers to sleeping better, controlling weight and even making you smarter."

24 Hour Fitness has more than 300 clubs across the country. To find a club near you, or for more tips on integrating fitness into your life, visit the Web site at www.24HourFitness.com or call 1-800-204-2400.