

	Press Room
FOR IMMEDIATE RELEASE: December 20, 2006	Media Contact: Jim Hall Phone: 707-693-9500 www.anytimedixon.com

Anytime Fitness: More Ways To Reach Your Goals

Adding to the great environment and a super-friendly and knowledgeable staff, Anytime Fitness is introducing personal training as a way to help educate and motivate members who are ready to meet their fitness goals, that in the past have long eluded them.

“Highly educational and huge value for your money are how we’re approaching personal training”, said Jim Hall, Co-owner of Anytime Fitness. “Understanding fitness and understanding how to teach people about fitness are entirely different things. The vast majority of people who are first-time members of health clubs, partially because of exposure to inaccurate or misleading marketing claims, will need to re-learn much of what they understand about fitness. To do this effectively, this process takes a properly educated teacher, with great communicative skills. This is who we are at Anytime Fitness. We’ve recently engaged the help of Alex Adams, who’s been educating others about fitness for over 15 years. Alex has great credentials and is extremely knowledgeable about fitness, but at the end of the day he’s just a wonderful person who cares about helping people,” Hall adds.

You can read more about Alex at www.anytimedixon.com.

Sometimes considered an activity for elite / aspiring athletes, or for well-to-do individuals, personal training is now considered to be one of the fastest ways to affordably reach your personal fitness related goals. “Some people have life-event goals like an upcoming wedding, or a golf tournament that they’re getting ready for... or others simply want to get in better shape but don’t know how to do it quickly and safely. Whatever those reasons are, we can tailor your training to help attain those goals, “ Hall concludes.

###

About Anytime Fitness

Anytime Fitness – Dixon, located near I-80 and West A Street / Dixon Ave, opened it’s doors on September 1, 2006 and is the areas only 24-hour co-ed fitness center. Members at Anytime Fitness – Dixon have free access to hundreds of Anytime clubs nationwide. All new top-of-the-line equipment, flat screen TV’s on all the cardio equipment, great music, and a super-friendly and knowledgeable staff will help positively shape your physique, and your experience.

Anytime Fitness began franchising in 2002 and now has more than 900 franchise locations. Within five years, the expected growth rate is predicted to hit the 1,500 mark.