

## **DIXON FITNESS CLUB WINS NATIONAL HONOR**

Rising head-and-shoulders above more than 450 other clubs nationwide, the Anytime Fitness club in Dixon was honored last week with the title of “Community Outreach Club of the Year” for its outstanding charity, community service and member outreach programs. Club owners Jim and Brandy Hall were in attendance at the 3<sup>rd</sup> annual Anytime Fitness national conference, held this year in Midway, Utah, to accept the award.

“Jim and Brandy are standard-setters for the entire Anytime Fitness family,” said Anytime Fitness national media director Mark Daly. “Their commitment to their community and their members is unparalleled.”

Daly said that, among other things, the Halls were honored for their creative approach to involving club members in friendly competitions, which simultaneously encourage healthy lifestyles while benefiting others in the community. For instance, the Halls have sponsored a series of “Transformation Challenges” – contests, which teach members proper exercise and nutrition techniques in a setting that ensures the highest possible success. A portion of the proceeds raised from the Challenges is donated to worthy causes in the community. Recently, Brandy and Jim donated more than \$1,700.00 worth of Challenge entry fees to the UC-Davis Children’s Hospital “Fit Kid” program.

“You can literally change lives during our 90-day Transformation programs,” says Jim Hall. “By making positive changes to your own health and fitness level, your success will positively impact others around you. When you’re fit and strong, everything else in your life is improved. You’ll be amazed at the positive influence you can have on friends, families and co-workers – motivating them to imitate your success.”

Anytime Fitness co-founder Chuck Runyon praised Jim and Brandy for their leadership skills and dedication to encouraging healthy lifestyles.

“The toughest part about sticking to a regular fitness program is simply getting started,” said Runyon. “What makes Brandy and Jim so good at what they do is that they’re good listeners who really care about their individual members. They know the importance of positive reinforcement and they know how to help beginners set and achieve realistic goals. They personalize fitness plans for their members. That takes a lot of time and effort. Their success speaks for itself.”

The Anytime Fitness annual conference was held at the Zermatt Resort August 2-5 and attended by more than 400 club owners, managers and members from all over the country. Frequently, others at the conference sought out the Halls for tips and advice, said Daly. “People recognize and appreciate excellence when they see it,” he said.

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