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## **New Women's Fitness Center Now Open in Huntington Beach.**

*– Lighten UP offers a new approach to weight loss and fitness.–*

**Huntington Beach, Calif.** – April 6, 2004 – Lighten UP, a brand new niche fitness center that offers weight- and fitness-conscious women in and around the Huntington Beach area a way to transform their bodies and ideas about exercise through trainer-guided 30-minute workouts and state-of-the-art exercise equipment, is now open to the public and registering new members. Visitors to the center may find that it offers something a bit different from other fitness facilities in that Lighten UP's focus is clearly on responding to each member's *personal* fitness needs, including emotional issues that may be stopping them from achieving their fitness goals.

Owner Theresa McGinty-Yates says she opened Lighten UP because she was put off by how other fitness centers operated. She wanted to give women a place of their own, where they could work out without feeling intimidated or self-conscious, where not just their physical fitness needs would be met, but also those which run along the more emotional realm. Says McGinty-Yates, "We strive to provide an atmosphere of fun and support in which women can thrive in their weight loss and fitness goals. We get to really know them, we talk to them and make them feel comfortable in what they are doing. As a result, members are happier; they focus more on the health and fitness aspects of their workout instead of just weight, weight, weight."

The name Lighten UP is born of this theology. As McGinty-Yates puts it, "Any woman who has ever tried to lose weight or become more physically fit understands just how important emotional support can be. Without it, you can fail in your goals. We want women everywhere to know that they are not alone, that we are here for them, and that we understand. We work closely with our members to help them achieve their fitness goals, but we also want them to have fun and look forward to camaraderie they'll experience as members. We tell them to Lighten UP and have fun while they're here, and that the secret to their success is to keep coming back."

Offering the right fitness and training equipment is part of what puts Lighten UP's at the top in a very competitive industry. "Before opening my facility," says McGinty-Yates, "I did a great deal of research into different types of fitness centers and what appeals to women. What I found is that, generally, women don't enjoy sharing space with men when it comes to working out. In fact, many women feel intimidated when working out with men, which can hamper their progress, no matter how physically fit they are to begin with."

Another thing that restricts us in meeting our weight loss goals, says McGinty-Yates, is using the wrong fitness equipment, or equipment that allows the user to plateau. McGinty-Yates chose her fitness equipment on this premise. "Again, I researched for several months before making my fitness equipment purchases," she explains. "With the help of my facilities manager, Jennifer Taylor, a certified personal trainer and nutritionist, we chose machines that won't allow the user to plateau, or stop losing weight at a certain point."

Currently, Lighten UP has several machines in its weight loss and fitness equipment arsenal, including adjustable hydraulic circuit machines, with six levels of resistance, as well as a state-of-the-art treadmill, elliptical trainer and recumbent bike. "Our machines are so technologically advanced and have so many levels and variable settings that it would be extremely difficult for a user to plateau," explains Taylor. "Plus, a personal trainer, such as myself, is always here to help our members reach their weight loss and fitness goals. We can advise them on ways to alter their routines for the best results." She adds that Lighten UP also offers a generous free-weight training area for those who like to work out on their own.

Having a personal trainer on staff every day is another edge Lighten UP has over its competition. Says Taylor, "Our members receive personal training services at no cost. Such services would cost at least \$25 an hour anywhere else in the area. Plus, our 30-minute routines are lead by these professionals, who have been trained to anticipate health problems. That means, we won't let our members do more than they should. We're here to assist and advise members every step of the way."

Personal training and top-notch equipment aren't Lighten UP's only offerings. In a fun, supportive atmosphere, women of all ages can also enjoy the center's yoga and Pilates programs, nutrition counseling and more. McGinty-Yates says that new programs and special classes will continue to be added as the center grows. "We plan to add all sorts of fitness and health-conscious programs over the coming two

years,” says McGinty-Yates. “For example, we are developing a program for seniors with need physical therapy needs. With our licensing and Jennifer’s specialized certifications, we can provide the therapy elders need, and it can be covered by their insurance, in most cases.”

Lighten UP is located at 15061 Goldenwest Street in Huntington Beach, California, at Bolsa just behind the Don Jose Restaurant. The center is open Monday through Thursday, from 8 a.m. to 8 p.m., Fridays, from 8 a.m. to 7 p.m., and Saturdays, from 8 a.m. to 12 p.m. Lighten UP is closed Sundays.

For more information about Lighten UP or to inquire about membership, contact Theresa McGinty-Yates or Jennifer Taylor at **714.379.2100**. They can also be reached toll-free at **877.2BE.FITR**.