



## FOR IMMEDIATE RELEASE

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### **Loggerhead Fitness Introduces Exercise Craze that Promises “Flattest Stomach Genetically Possible” as part of its 2<sup>nd</sup> Annual Physician-Directed Weight Loss and Body Makeover Program**

**February 5, 2009 – Juno Beach, FL** – Loggerhead Fitness, voted the #1 health & fitness club in the Palm Beaches and Treasure Coast for two years in a row is launching its **2<sup>nd</sup> annual Health and Body Makeover Program, February 23, 2009**. The three-week program, featured recently on Lifetime Television, was created by local husband and wife team, Ivy and Dr. Andrew Larson – Amazon.com #1 best-selling authors of ***The Gold Coast Cure*** and ***The Gold Coast Cure’s Fitter, Firmer, Faster Program*** books that have helped tens of thousands of people across the country lose weight and significantly improve health and fitness. This year, the Larson’s Health and Body Makeover Program includes the new and highly praised **“Hoopnastics Body Makeover Method”**, a no-impact full body workout that includes “hooping” – the latest Hollywood fitness craze favored by celebrities including Marisa Tomei, Beyonce and even the first lady, Michelle Obama.

Ivy Larson, an American College of Sports Medicine Certified Health Fitness instructor, regular wellness contributor and exercise expert on *The Balancing Act*, developed the **Hoopnastics Body Makeover Method** as a safe, no-impact total body fitness program. The unique workout incorporates hooping cardio-core intervals– derived from the traditional activity of hula hooping – as well as intense toning intervals using a special fitness hoop for standing ballet and yoga-based exercises and pilates-inspired mat exercises. While Hoopnastics requires the use of an extra large fitness hoop designed for adults, Ivy is also in the process of developing a small 6-pound weighted hoop to be included in the program for upper body toning purposes. “The Hoopnastics Body Makeover Method keeps the heart rate elevated with dynamic no-impact movements that burn calories and fat while simultaneously building lean muscle mass to increase resting metabolism the energy equivalent of running 1 1/2 miles a day. It’s surprisingly easy to learn, fun yet challenging to do and it burns twice the fat of aerobics with zero stress on the joints. As an added bonus, the unique hula-hooping component targets the transverse abdominal muscles with the ‘drawing in’ maneuver to achieve the absolute flattest stomach genetically possible” says Ivy.

Participant Staci Kresser says: "After having a baby 3 months ago, I think this workout is going to be a great way to get my core strong and fit, again. After my 1st experience with hoopnastics, I immediately felt my abs had tightened up. I also loved the fact that I got a total body workout. I really think it's the most fun I've had doing any kind of exercise class."

"We couldn't be happier to be back at Loggerhead, a gym that definitely deserves it's #1 ranking," says Dr. Larson, the medical director for the JFK Bariatric Wellness and Surgical Institute. "The Larsons are definitely back by popular demand," says Loggerhead owner Rick Opton. "The results from their last program were unbelievably impressive." See testimonials at [www.the2Larsons.com](http://www.the2Larsons.com). "Last year, we had to turn people away," continued Opton, "and we expect even more interest this time because of the Larson's success on Lifetime Television."

The **3-Week Health and Body Makeover Program** begins **Monday, February 23<sup>rd</sup>** and is open to members and non-members. It includes fitness classes, group workshops and a series of comprehensive educational classes given by Dr. Larson and Ivy on nutrition for disease prevention and weight management, including the science of appetite and how to lose weight without hunger. Topics include: whole foods "Kitchen Shape-Up" and "Pantry Makeover." As part of the program Ivy will also be doing a cooking class and sharing recipes from her soon-to-be-released *Whole Foods Diet Cookbook*. **For information and registration call (561) 625-3011.**

In addition to the Larson's program, Loggerhead Fitness is also launching beginner Hoop Dance cardio classes taught by Kim Thompson, owner of **HoopTroops Hoop Dance**. "Kim first introduced me to hooping and she's an absolutely amazing teacher. Even if you think you can't hoop, I promise Kim can teach you!" says Ivy. The Larsons are recommending people learn the basics of hooping from Kim before starting their program. The hoop dance classes are great exercise for all ages, including children and seniors. HoopTroops also sells the sports hoops at Loggerhead Fitness and will be handling the sales for the new 6-pound weighted hoop currently being developed for the Hoopnastics Body Makeover Method.

Loggerhead Fitness is now the only gym in Palm Beach County to offer the **Hoopnastics Body Makeover Method** and **HoopTroops Hoop Dance**. "At Loggerhead fitness we like to stay ahead of the curve and it's obvious from the responses we've been getting from our members that the next big exercise craze is here" says Opton. "We are confident that these two new programs will help anyone in Palm Beach County, once and for all, reach and maintain their fitness, weight-loss and health goals."

For more information on the **3-Week Health and Body Makeover Program, HoopTroops Hoop Dance** and **Loggerhead Fitness** visit [www.loggerheadfitness.com](http://www.loggerheadfitness.com) or [www.the2Larsons.com](http://www.the2Larsons.com). Both websites will also be posting periodical updates and success stories.

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