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**CONTACT:** Rick Opton  
**Phone:** (561) 625-3011  
**Email:** rick@loggerheadfitness.com



## **National Magazine Features Local Fitness Club's Rags to Riches Success**

**November 19, 2008 – Juno Beach, FL** – Loggerhead Fitness, voted the **#1 health & fitness club** in the Palm Beaches and Treasure Coast 2007 & 2008, has just received **national recognition** for its turnaround success in the industry's leading professional publication ***Fitness Management Magazine***. The article "[From Failing to Fabulous](#)", chronicles the club's remarkable transformation from a nearly defunct club with only 400 members in 2005 to the 1200-member-strong, **award-winning facility** that it has transformed into today.

Loggerhead's owner Rick Opton attributes his success to a combination of creativity, industry experience and motivation. "It's an absolute honor to be selected by *Fitness Management* for this prestigious acknowledgement," says Opton. "It has been a tremendous undertaking to rebuild this facility. But, from the start we have been committed to creating a health and fitness club that this community can be proud of – an "ultra-friendly, ultra-clean" place where people truly enjoy staying healthy & fit."

Opton says that he plans to continue his member-first, award-winning ways by offering industry-leading programs that meet the health and fitness needs of the entire family. His newest program – the **Vitabot® on-line nutrition program** – is a meal planning service that helps members determine the nutrient and fat content of their meals so they can balance their diet and maintain a healthy weight. As part of its nutritional program, Loggerhead also offers leading **anti-aging nutritional supplements** and the ability to test individual antioxidant levels – a key indicator for overall health and wellness.

Loggerhead Fitness – a full-service health & fitness club located in Juno Beach, Florida – has been voted "**Best Health & Fitness Club**" for **Palm Beach County & the Treasure Coast two years in a row**, beating out 26 other health clubs. Located at 901 Donald Ross Road in Juno Beach, Florida, Loggerhead Fitness provides state-of-the-art cardio, resistance and free-weight training equipment suited to all fitness levels. Additionally, they offer more than 30 group exercise classes a week, personal training, yoga, Pilates, weight-loss programs, the nationally recognized Silver Sneakers Program, and amenities such as sauna and on-location day spa offering over 20 specialty massage services.

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