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FOR IMMEDIATE RELEASE

Loggerhead Fitness pays it forward by donating to Loggerhead Marineline Center

{Juno Beach}, March 30, 2011 – For the month of April, Loggerhead Fitness will donate 10% of all new member enrollment fees to Loggerhead Marineline Center.

Loggerhead Marineline Center is a non-profit organization dedicated to promoting conservation of Florida's coastal ecosystems with a special focus on threatened and endangered sea turtles. In 2010, the organization counted 28,179 sea turtle crawls and 10,309 sea turtle nests along carefully monitored shoreline in Juno Beach, Jupiter and Tequesta. Also emphasizing the community's local impact on the sea turtle population, the organization rehabilitated and released a record 124 sea turtles last year.

"Florida [as well as the nation of Oman on the Arabian Peninsula] account for 80% of loggerhead sea turtle nests worldwide. That's the reason we named our club as we did," said Rick Opton, owner of Loggerhead Fitness. "We love what the Marineline Center does to help turtle preservation! With nesting season in full swing, we thought this would be a great tie-in to help generate awareness and give back to our local community."

Loggerhead Fitness has been located in Juno Beach since 1993, and is very involved in community outreach through several business partnerships. For more information, contact Botanileeko Marketing and Promotions.

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Loggerhead Fitness is located at 901 Donald Ross Road, Juno Beach, 33408
561.625.3011