



NEWS RELEASE

Kemptville Based Equifitt Fitness & Sport Conditioning Owner Heather Sansom Launches Two Rider Fitness eBooks

– Heather Sansom of Equifitt.com launches two equestrian-specific fitness training books: Complete Core Workout for Riders, and Handy Stretching Guide for Riders -

KEMPTVILLE, ON July 28, 2009 – EQUIFITT .COM Fitness and Sport Conditioning today announced the official book-launch of two fitness books aimed at responding to need for fitness resources in the equestrian community.

“This is a really exciting day for me.” said Heather Sansom, EQUIFITT owner. “When I started EquiFITT, I could put all the books I could find on specialized sport conditioning for riders on one shelf in my fitness studio. There are some good books out there, but it’s a very young field. I’ve spent the past couple of years doing a lot of writing and publishing of articles on fitness as it relates to equestrian sport because there were gaps. At the fitness conferences I go to, there is a big emphasis on training for baby boom generation and aging demographic because it’s so huge. In my work and published articles I have been really trying to bridge the gap between fitness best practice, and what is available for equestrians.”

“Two of the biggest areas in fitness that impact an equestrian very quickly are flexibility and core strength. When I start training with clients, we almost always make sure these foundational areas are addressed first, and I kind of saw them as the ‘low hanging fruit’ when I had to decide which books to work on first. Also, I would say that 99% of the time, the first two things people tell me is that they need to do something about their abs, and that they should be more flexible. These two books really scratch the surface, but I plan to continue and build on the series. I’m also currently working on a non-equestrian book on core training for runners, which should come out in September. I’m hoping to be able to print the books as well, but keeping them in e-format for now makes it a lot easier and cheaper for people to access them quickly, and keeps the cost down.”

Today marks the official launch date of The Complete Core Workout for Riders (\$16.95), and Handy Stretching Guide for Riders (\$6.95). They are available separately, or bundled together at a discount on the EquiFITT website. The books are available at www.equifitt.com/resources.html .

About EQUIFITT.com : based in Kemptville, ON offering personal training and bootcamp fitness, EquiFITT also specializes in specific fitness training for riders. Equestrian services include clinics, team & small group training, online programs and personal training.

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