



NEWS RELEASE

Kemptville-based personal fitness company EQUIFITT.com holds fitness clinic for riders at Franklands Equine Services in Brockville, Ontario

– EQUIFITT personal fitness unique specialization in sport-specific off-horse training for pleasure riders and competitive equestrians led to an invitation to conduct a fitness clinic at Franklands Farm, for Olympian Gina Smith and some of her students –

KEMPTVILLE, ON December 10, 2007 – EQUIFITT .COM, personal fitness training company and leader in equestrian fitness services in Ontario held a fitness clinic for riders at Franklands Equine Services dressage training facility near Brockville, Ontario. FES head trainer and owner is Olympic dressage team member Gina Smith. During the 5 hour clinic, participants received fitness assessments and take-home off-horse cross-training programs tailored to their individual riding and fitness needs and time constraints. The assessment portion included on-horse observation of each rider.

“Since many of my equestrian clients are pleasure riders, this clinic was a unique opportunity to work with elite athletes- all the participants were very strong riders,” commented EQUIFITT trainer Heather Sansom. “Most competitive athletes cross-train, but targeted cross training for equestrians has only recently started catching on in North America. It’s really exciting to see how serious the participants are about using every tool available to them to benefit their riding.”

"Heather has helped myself and my students alot with our strength and flexibility. She made sure that each rider was treated individually and designed a program for each one's specific needs. We owe it to our horses to be sure we are as fit and flexible as we expect them to be!" said Gina Smith.

For more information, contact:

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About EQUIFITT.com Personal Fitness Training and Equestrian Fitness

EQUIFITT uses best practice in personal fitness training to develop personalized training programs that most clients can do from home. EQUIFITT services are unique in the area in offering non-riders and riders the option to train from their home, or the private mini-studio in Kemptville. EQUIFITT is a leader in fitness for equestrians in Ontario, and one of the first personal fitness services to offer equestrian-specific training in Canada.