



# EquiFITT.COM

Personal Fitness

& Fitness for Equestrians

## NEWS RELEASE

### **EQUIFITT personal fitness training owner Heather Sansom selected to speak at Can-Am Equine Emporium in London, Ontario**

*– EQUIFITT's unique specialization in sport-specific cross-training for riders led to selection to deliver a talk on fitness issues related to equestrian sport, and barn care–*

**KEMPTVILLE, ON January 10, 2008** – EQUIFITT .COM, personal fitness training company and leader in equestrian fitness services in Ontario, announced selection to speak at Ontario's largest Equine trade-show and conference in London, Ontario.

Kemptville based fitness company EQUIFITT .COM provides personal training services to all, but is also unique in offering sport-specific training to equestrians. About half of EQUIFITT .COM clients are non-riding women in their 30's, 40's and 50's who want to lose weight and get in shape, and appreciate the privacy and speedier results of personal training. The other half of clients are riders (English and Western), or people who care for horses. Like any other athlete in any other sport, riders can enhance their performance of their sport (or reduce risk of injury!) through off-horse fitness training programs designed to meet the specific needs resulting from practice of the sport.

"Many of my clients who are horse-people actually aren't riding at this time of year," commented owner Heather Sansom. "In spite of the cold weather, they want to train to be fit for when they get back in the saddle again, or to improve their ability to manage barn-chores with less strain or fatigue. Those that are riding want to take advantage of off-horse exercises to enhance control, posture and endurance in the saddle."

The Can-Am All Breed Equine Emporium takes place in London, Ontario March 14-16, 2008. The fitness for horse-people talk will be at noon on Sunday, March 16. The Can-Am conference and trade-show is one of the largest such equine events in Canada, drawing approximately 40,000 visitors over three days. Conference sessions are usually quite varied. By inviting EquiFITT to speak this year, Can-Am is introducing the topic of fitness for horse-people for the first time at the 2008 conference. More information about the conference is available at [www.canamequine.ca](http://www.canamequine.ca).

#### **About EquiFITT.com Personal Fitness Training and Equestrian Fitness**

EQUIFITT.com, based in Kemptville, ON, uses best practice in personal fitness training to develop balanced and sustainable 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, and in offering equestrian workshops and clinics. 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.

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1