



NEWS RELEASE

EQUIFITT personal fitness training owner Heather Sansom selected to teach new fitness course at University of Guelph, Kemptville Campus

– EQUIFITT’s unique specialization in sport-specific cross-training for riders and convenient location right in Kemptville led to an opportunity to make a fitness course available to the Equine program students, and equestrians in the area–

KEMPTVILLE, ON October 29, 2007 – EQUIFITT .COM, personal fitness training company and leader in equestrian fitness services in Ontario, today announced a new fitness course available to the community at University of Guelph, Kemptville Campus, Business Development Centre.

“The EQUIFITT vision is to help the local population in the area achieve sustainable fitness by making fitness more accessible, and to help riders increase effectiveness and enjoyment in the saddle through cross-training,” said Heather Sansom, owner of EQUIFITT and personal fitness trainer. “Running the course at the campus makes ten weeks of training very affordable for the Equine program students, while offering a service to the community. The course will be held in the evening so that non-students can attend.”

While the ‘Fit to Ride Bootcamp’ is the only fitness course in the area geared to rider’s specific needs, exercises would benefit anyone looking for an activity to get back in shape and help with those New Years’ resolutions. The course will start the week of January 14, 2008 and will be held at the Kemptville Campus.

“Variations will be offered for the exercises,” Sansom said, “so that the class can accommodate all fitness levels and everyone can participate according to needs and ability. Most of my work is one-on-one personal training, so my approach to group training is to make sure that each individual benefits. The classes will be lower impact total-body workouts with an emphasis on core strength, balance and flexibility.”

Participants can sign up by contacting Maureen Venables at Kemptville Campus, 1-800-585-1784, ext. 619. Exercise balls, yoga-type mats and resistance bands are required, and participants can purchase items they may not already have at the Campus bookstore.

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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