

For Immediate Release

WHEN THE GOING GETS TOUGH...

SPORTING LEGENDS ON A MISSION TO GET CREDIT CRUNCH BRITAIN ACTIVE

Following news that a reported 56% of Britons are planning on cancelling their gym membership this year as the credit crunch continues, Olympic and Commonwealth legends **Kate Staples** and **Daley Thompson** are on a mission to get the UK active in these tough times.

As co-directors of **Adventure Bootcamp** - the ultimate out-of-gym experience – Kate and Daley are transforming lives with their revolutionary outdoor fitness campaign. Together with Daley's high-profile mission to get the dangers of obesity and inaction to the top of the news agenda, new Adventure Bootcamps are opening across the country to help people change their lives by getting outside and getting active.

Kate Staples (Commonwealth record holder and Director of Adventure Bootcamp): *"You don't have to spend a fortune on health clubs and gyms to get fit. In times like these, everyone is looking to cut back, but regular exercise is vital for the health of the nation. We are lucky to have plenty of amazing parks and outside spaces to exercise in, so we need to get outside to get motivated"*

This call to the nation comes as obesity levels threaten to rise to 1 in 3 adults by the time the **Olympics** arrive in 2012. Conversely, the cost of gym membership has continues to rise and now stands at an average of £46, which could be seen as prohibitive to recession-hit Britons.

"If we do not do something fast, 60% of men and 50 % of women will be obese by 2050. It's time to think positively and address the issue head-on. It's free to exercise in your local park and you can fit it around your schedule. Being fit is about having a healthy body and mind; everyone can do something to help themselves'

Outdoor exercise is also a great way to deal with stress, says Staples: *"Nearly half of the UK population are deficient in vital Vitamin D. As natural daylight is our only source, exercising outdoors is perfect for lowering stress and staying motivated in these difficult times"*

Kate Staples and Daley Thompson are Directors of **Adventure Bootcamp** - the largest fitness bootcamp system in the world and the only fitness boot camp to be backed by an international educational and certifying body in the fitness industry. The National Exercise and Sports Trainers Association (NESTA) is NOCA certified and endorses and approves *Adventure Bootcamp*.

For further information, please contact Dan at Adventure Bootcamp on
01932 863240 or dan@fitnesscamp.co.uk

About Adventure Bootcamp

Adventure Bootcamp is designed to motivate and deliver life-changing results, whilst maintaining the highest standards for training, safety and education.

No expensive membership or kit is required and there are no diets, fads or theories - just an hour a day, in the fresh air, with like-minded individuals and a world-class trainer. Sensible nutritional advice and guidelines are also provided to compliment the physical training.

Typical expected results after a 5-week *Adventure Bootcamp* would include 5-12 pounds weight loss, 25% improvement in strength, 25% improvement in endurance, significantly improved posture and a 1-3 inch decrease in the midsection.

Adventure Bootcamp is dedicated to providing an affordable way to achieve your fitness goals, which is why sessions start from just £10, with courses from £69.

Adventure Bootcamp – The Ultimate Out-of Gym Experience

Sources: Journal of Epidemiology & Community Health, Which?, moneysupermarket.com

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