

In The Power Zone

Getting fit in Georgetown

BY JENNIFER ENRIGHT

As general manager of *The Power Zone* Fitness Centre Inc. in Georgetown, Cathy Gallagher knows how intimidated people can be just at the thought of exercising at a gym. But that's not how she wants people to feel at her business.

Cathy, who has worked at *The Power Zone* since it opened in January of this year, admits, "a lot of people are scared to get into fitness." She says there's still the mistaken belief out there that fitness involves gruelling hours in the gym, but she would urge people to rethink their ideas about exercise and throw away the notion that getting in shape means at least a three-hour-long workout. "Some members come in on their lunch break. Their workout can be 20 minutes long."

At *The Power Zone* programs are tailored specifically to meet the needs of a variety of clients from people going to the gym for the first time to those who regularly work out. For the uninitiated or the more experienced, *The Power Zone* offers a beginning orientation free of charge so that people can become familiar with equipment used at the gym. As part of this orientation, staff prepare a fitness program that's geared to the needs of the member. "We make sure they are comfortable. That's the key thing that we do right away so members don't feel

lost."

Cathy says any good gym offers a variety of programs, and that's something *The Power Zone* provides to its members. At the gym, which is open seven days a week, members can choose from pre- and post-natal classes, yoga classes, body toning classes, Pilates classes that improve a person's muscle tone and help develop relaxation techniques, step classes, and abdominal classes. And in the future Cathy says she and other staff at the gym hope to offer dance classes.

"MEMBERS DON'T FEEL LOST"

The classes are intended to suit people with different abilities, says Cathy. "Someone who has never done a class doesn't need to feel intimidated. We offer introductory classes. We don't just offer advanced classes. We have a wide range for all levels of ability."

But *The Power Zone* doesn't just cater to different types of members. Another major focus at the business, Cathy says, is helping out in the community whether it's offering team training for local hockey teams or providing fitness programs at businesses. Aside from junior, senior and individual memberships, *The Power Zone*

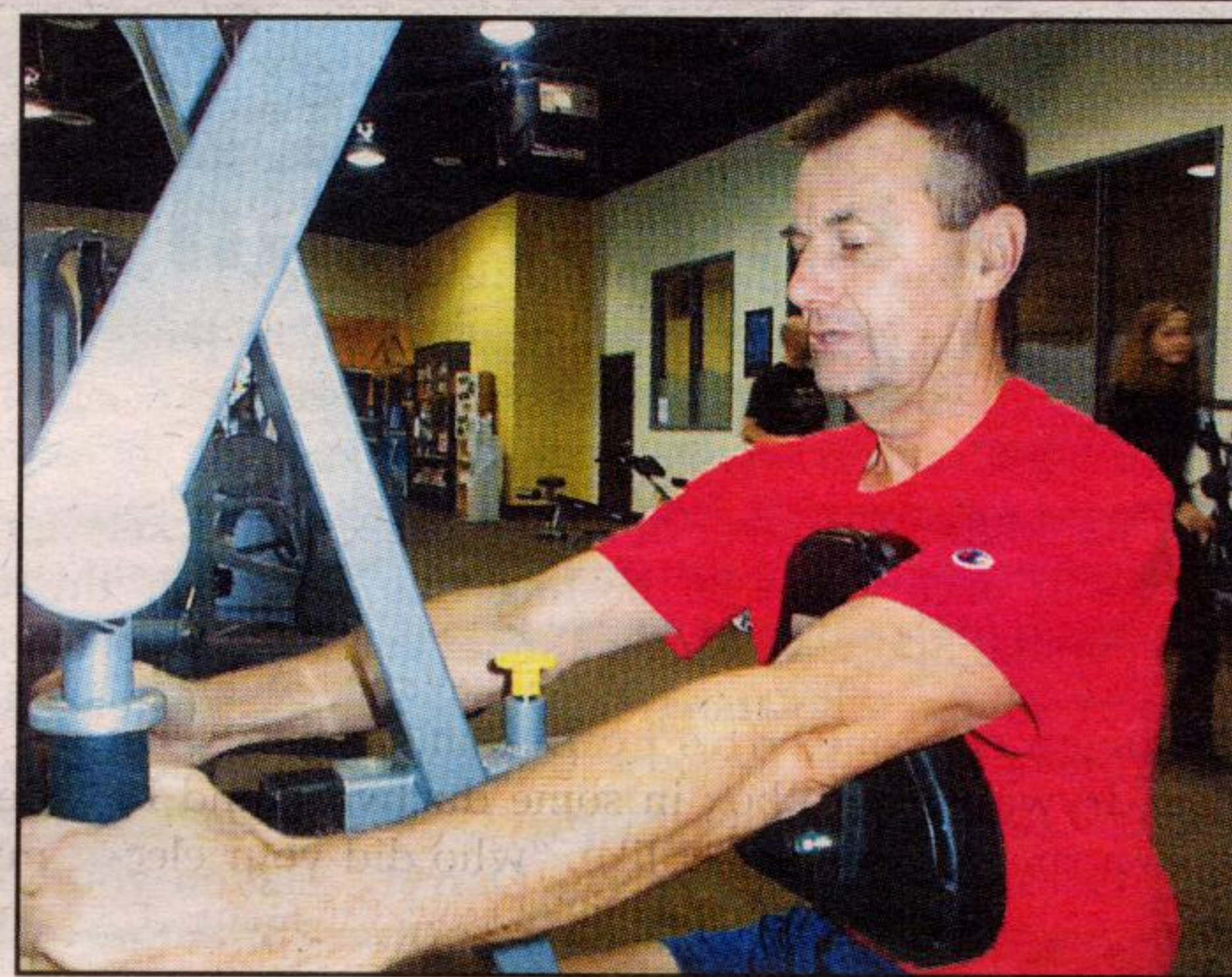
also provides corporate memberships as well as a free lunch and learn program. Through the lunch and learn program, staff visit workplaces where they teach employees about fitness techniques that can include stretching and other simple exercises. Cathy says in our hectic society many people spend time "hunched over their computers" which can lead to headaches and an assortment of health problems such as carpal tunnel syndrome.

Cathy says being part of the community and getting to know her members is an

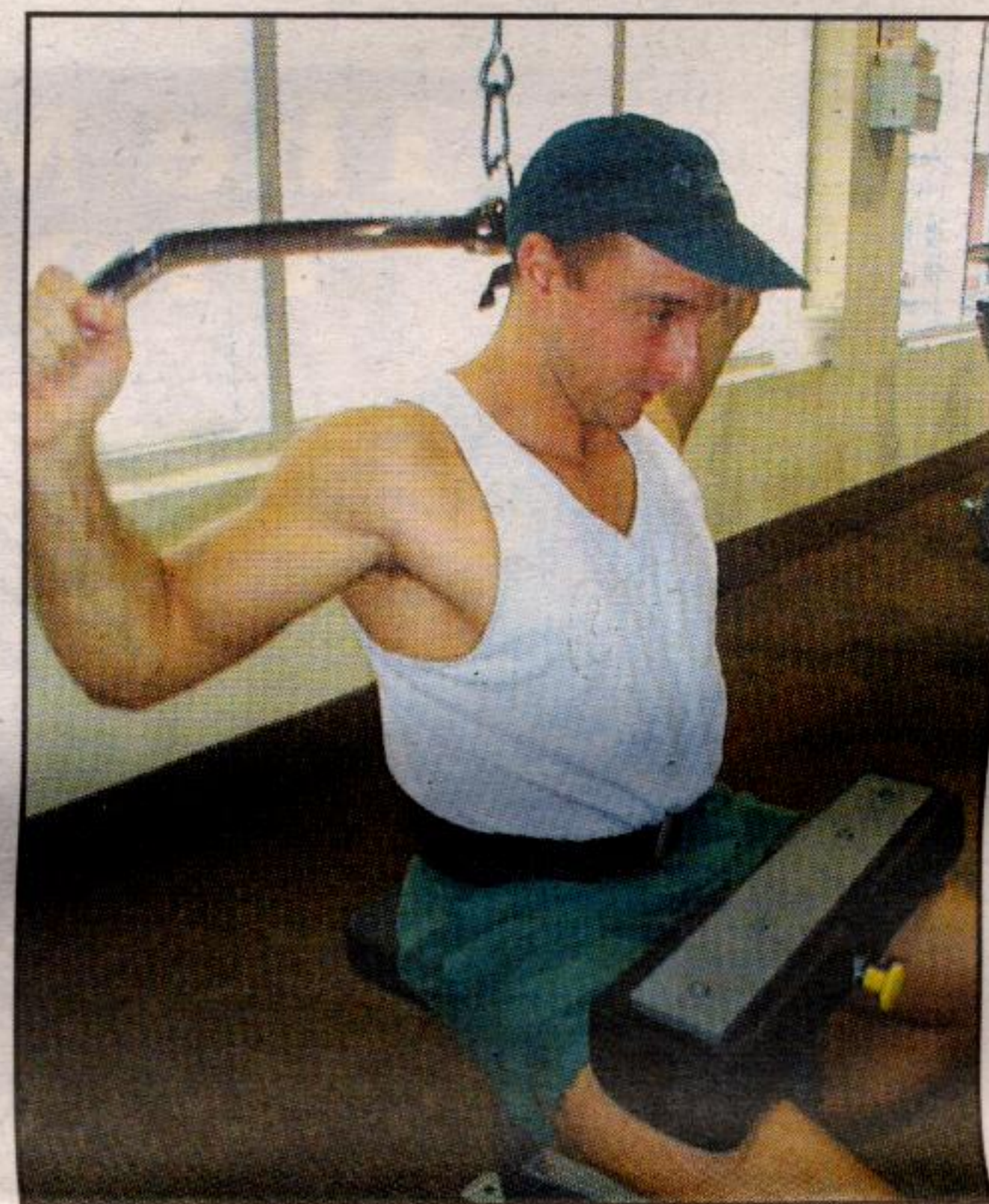
important part of the job for her. Prior to working at *The Power Zone*, the Georgetown resident was employed by a large gym that was part of a chain, and she felt that she didn't get to know people very well where she was working. At *The Power Zone*, she says there's a "nice atmosphere" which makes it easier for her to get to know the members on a personal level. The business, which is owned by former Montreal Canadiens' goalie Brian Hayward, Bruce and Kellie Hayward, and Jeff Lumby of the *Red Green Show* and his wife Julie Lafontaine, is not part of a large corporation. And that's made all the difference for Cathy. "We have close knit members. It's almost like a family here."

The Power Zone, which is located at 324 Guelph Street, Suite 10, is open Monday to Thursday from 6 am to 11 pm and on Friday from 6 am to 10 pm. On weekends, the gym is open from 7 am to 5 pm. To contact *The Power Zone*, call 905-702-1774.

When Ralph Martino isn't working at ADM Cocoa in Georgetown, he spends some of his time working out at *The Power Zone*. The gym has the latest equipment available including the back exercise equipment Ralph is using. Staff at the gym are all certified as instructors by the Canadian Association of Fitness Professionals.



Georgetown resident Jack Zitman gives his body a good workout using back exercise equipment at *The Power Zone*. With the energy generated by this kind of exercise, Jack should be able to make some more real estate sales. When he's not at the gym, he works as an agent for Remax in Georgetown.



Pam Toth of Georgetown likes going to *The Power Zone*, a gym located at 324 Guelph Street, to work out. Here she is using some free weights. She says exercising at the gym has helped increase her energy level and improved her outlook on life.



Cathy Gallagher, general manager of *The Power Zone* (right), and Tina Spatola, the gym's assistant manager, work closely together to offer members a variety of programs at their business located on Guelph Street in Georgetown. Cathy says the gym has a lot to offer including free parking, free lockers, a towel service, and childcare.

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