

Milton • Means **Business**

Goodlife opening new gym for women only

By **FANNIE SUNSHINE**
The Champion

Goodlife Fitness Clubs is expanding in town with a gym exclusively for women.

The Goodlife Fitness Club for Women will open its doors by early fall, said the gym's general manager Ken Van de Haar.

"We are taking membership now," Mr. Van de Haar said. "We have some cardio equipment now for show and the weight machines are coming."

The 10,000-square-foot club, to be located at the former Wallace Pontiac car dealership at 409 Main St., will offer stationary bikes and treadmills, a cardio theatre with TVs on the walls and a weight room, he continued.

"There are women who aren't interested in joining a co-ed gym," Mr. Van de Haar said. "Some women don't feel comfortable working out in front of men. This gym caters strictly to women."

He said although a few female members of Goodlife's co-ed location on Steeles Avenue might switch to the new gym, most of the memberships for the women's gym will come from elsewhere.

"So far we have about 50 members for the new club. We can accommodate at least 1,000. A very small percentage from the co-ed gym will switch to the women's."

Although the new club is about 7,000 feet smaller than the current one, the women's gym will offer the same equipment and workout programs except for the indoor cycling instruction, Mr. Van de Haar said.

"You would have to go to the co-ed gym for that. Basically the bicycles are set up in a semi-circle and an instructor would lead you through a pretty intense workout. We aren't going to offer that program at the women's gym because the participants in that particular program are usually advanced cyclists and we don't think we would get enough people to offer the program at the new club."

Mr. Van de Haar said he believes there's room in Milton for the women's-only workout facility.

"The more options there are for fitness, the more people participate. People need to be healthy and live a healthy lifestyle. With the women's club, it might attract more women to work out then before because of the all-female atmosphere."



Photo by GRAHAM PAINE

Goodlife Fitness Club for Women owner Gennifer Van de Haar rides a LifeFitness exercise machine in the membership showroom of the new gym, which is set to open in the fall.

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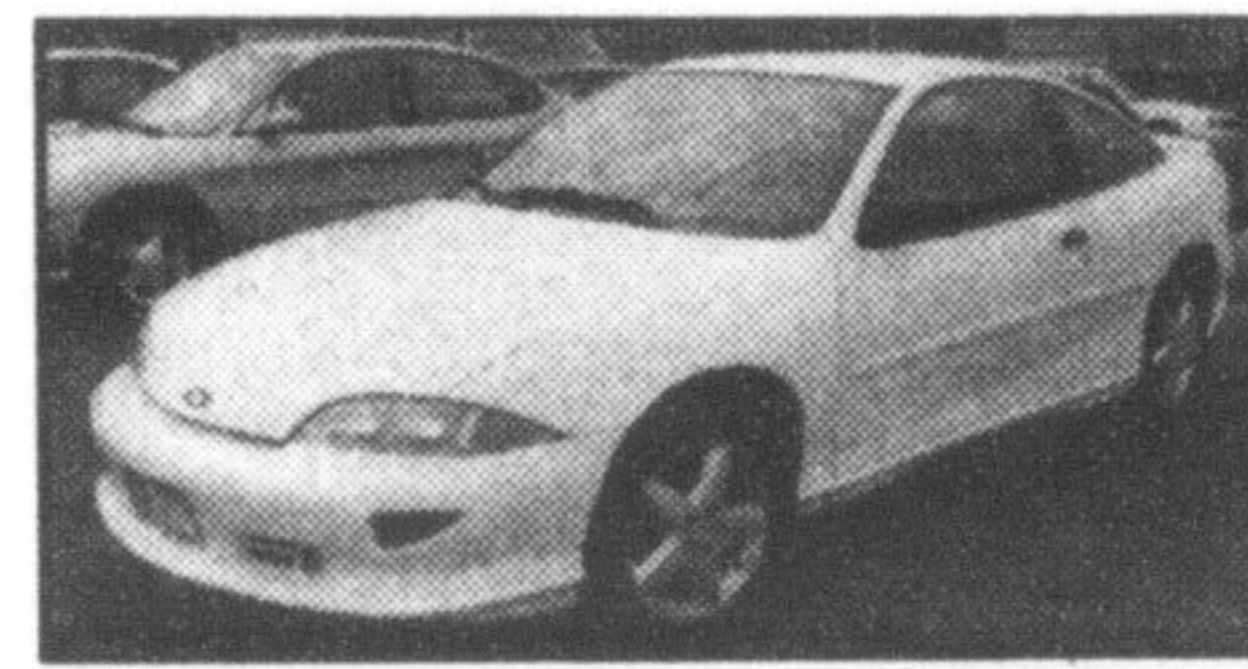
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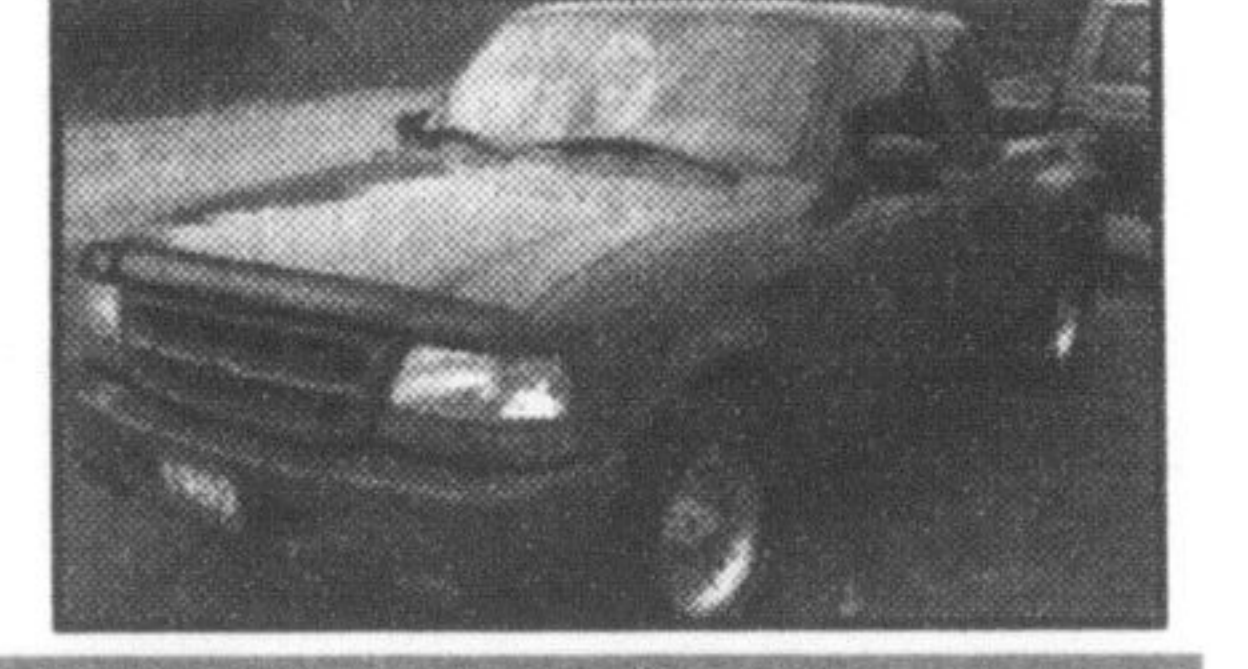
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