

# THE ARROW™

## GRAVITY ENERGIZES 2008 LEISURE INDUSTRY WEEK

**Birmingham, UK** –GRAVITY® generated exciting industry buzz at the 2008 Leisure Industry Week (LIW) Convention held September 23-25 in Birmingham, UK. Europe's leading event for sports, health and fitness buyers attracted more than 14,000 industry professionals from around the world—and GRAVITY was there to greet them.

The UK GRAVITYMasterTrainer™ presentation team demonstrated a variety of in-booth workout sessions and exercises throughout the 3-day event. Participants expressed enthusiasm for the unique features of the equipment and exercises, and commented on how well GRAVITY stood out amongst other equipment manufacturers.



Team Spirit! The UK GRAVITYMasterTrainers at LIW 2008.

Results? GRAVITY UK sold all the floor units and signed with énergie, Britain's leading fitness clubs franchiser. Watch for GRAVITY's debut in énergie clubs in 2009!

See efi Sports Medicine® in action at a tradeshow near you.

Visit <http://www.efisportsmedicine.com/events/> for a list of upcoming event locations.

## YOU KNOW YOU WANT IT

### DELUXE SLIDE DISTANCE REGULATOR

It's the ideal accessory for Pilates applications, physical rehabilitation, and exercises performed in a therapeutic setting.

- Limits the movement of the glideboard in either direction to control range of motion
- Locks the glideboard in place for ease in positioning the body for specific exercises
- Provides a measure of safety when working with an existing injury, or focusing the workout on a particular body part
- Users can mount, dismount and position themselves with ease and confidence

The Deluxe Slide Distance Regulator is available online at <http://www.efisportsmedicine.com/commercial/product-line/accessories/gts-powertower-slide-distance-regulator.htm>

The Deluxe Slide Distance Regulator is also offered as part of the Pilates Accessory Package at <http://www.efisportsmedicine.com/home/product-line/accessories/total-gym-pilates-accessory-package.htm>

For Total Gym 14000 and 26000 models, select the Slide Distance Regulator 14000/26000 at <http://www.efisportsmedicine.com/commercial/product-line/accessories/slide-distance-regulator-14000-26000.htm>

Call 800-541-4900 ext. 218 to order by phone or for additional product information.



## GRAVITY MASTER TRAINER® OF THE MONTH®

Kimberly Sreen has played an instrumental role in the success of GRAVITY from the time the program launched in 2003. As a member of the GRAVITYMaster Trainer team, Kimberly is

recognized for the passion, enthusiasm and humor she has brought to instructors, students and clients for 15 years.

She is currently the National Group Fitness Director for Life Time Fitness, and stars in several exercise videos for Exercise TV. Kimberly travels nationwide as a presenter, motivational speaker, SPRI® Elite Fitness Pro, and Continuing Education Provider for ACE, AFAA and IFTA.

Her enthusiasm for GRAVITY and fitness is infectious and reflects her personal philosophy—Do what you love...LOVE what you do!

For Kimberly's latest Trainer Tips on GRAVITYClubhouse please visit <http://www.efisportsmedicine.com/gravity-clubhouse/open-house/trainer-tips>



## WATCH GRAVITY ON YOUTUBE

The GRAVITY channel is up and running on YouTube!

Check out the fun...

- Subscribe for FREE to the GRAVITY Clubhouse channel at <http://www.youtube.com/gravityclubhouse>
- View the most popular GRAVITY video clips on the Web
- Stay in the GRAVITY loop with updates and bulletins
- Comment on videos and send us messages



## DO YOU HAVE CLIENTS WHO HAVE EXPERIENCED LIFE-CHANGING RESULTS WITH GRAVITY? IF SO, WE'D LIKE TO HEAR ABOUT IT.

Please e-mail your story for a possible feature in an upcoming ARROW to [cara@efisportsmedicine.com](mailto:cara@efisportsmedicine.com).



### EXERCISE TIP OF THE MONTH: ENDURANCE ATHLETE TRAINING

BY ELIZABETH LEEDS, GRAVITY MASTER TRAINER

Do you have clients preparing for an endurance race?

Many runners, cyclists and triathletes spend so much of their

time with sport-specific training that just the thought of adding strength or flexibility training to the mix can be overwhelming. Designing a 30-45 minute GRAVITY® workout 2x per week for 4-6 weeks may be a solution.

Market the 4-6 weeks as only strength, power or endurance, or as a mixed-class undulating within the workouts with different emphasis. For an undulation workout, be prepared to modify each exercise to accommodate strength, endurance or power while continuing to transition the group as a whole. The intention is to have the workouts complement the periodization of one's cardiovascular training.

Here is an example of a GRAVITY 20-30 minute session consisting of push-ups, unilateral squats, pull-ups, lateral lunge, roll-ups, sidebends and surfer:

- The strength group performs 6-12 reps at moderate to high intensity. The power may increase tempo of an exercise and/or intensity within a lower repetition range of 6-10. Example: A clap or ball-toss with the pull-up, or squat-jump between lunges.
- The endurance group performs 12-20 reps at a moderate intensity. Transition the group together by setting a time limit within each exercise.

Find creative ways to encourage endurance athletes to work outside their

comfort zones, and they could see the benefits of improved performance.

For more Trainer Tips from Elizabeth visit GRAVITY Clubhouse at <http://www.efisportsmedicine.com/gravity-clubhouse/open-house/trainer-tips>



🔗 Incline Push-up



🔗 Unilateral Squat



🔗 Pull-up



🔗 Lateral Lunge



🔗 Roll-up



## CERTIFICATE COURSES

### GRAVITY PERSONAL TRAINING®

8 hour: \$220

San Diego, CA: Nov 15

Chicago, IL: Jan 24, 2009

Vero Beach, FL (Fort Lauderdale area):

Jan 24, 2009

Pompton Lakes, NJ (NY City area):

Jan 10, 2009

**ACE:** .8 CECs **AFAA:** 6 CEUs **NASM:** .8 CECs

### GRAVITY GROUP® :: STRENGTH SERIES™

8 hour: \$220

San Diego, CA: Jan 10, 2009

Chicago, IL: Jan 25, 2009

Vero Beach, FL (Fort Lauderdale area):

April 5, 2009

Pompton Lakes, NJ (NY City area):

Jan 11, 2009

**ACE:** .8 CECs **AFAA:** 6 CEUs **NASM:** .8 CECs

### GRAVITY PILATES® :: REFORMAT EVOLVED™

8 hour: \$220

San Diego, CA: Jan 11, 2009

Vero Beach, FL (Fort Lauderdale area):

Jan 25, 2009

**ACE:** .8 CECs **AFAA:** 6 CEUs **NASM:** .8 CECs

### GRAVITY POST REHAB®

16 hours: (2 days) \$399

San Diego, CA: Jan 24-25, 2009

**ACE:** 1.6 CECs **AFAA:** 14 CEUs **NASM:** 1.6 CECs

For more upcoming GRAVITY Courses visit <http://www.efisportsmedicine.com/events/courses/> or call 800-541-4900 ext 209.

## GRAVITY CLUBHOUSE™ UPDATES

Continuing Education is now available on GRAVITYClubhouse.

If you're a certified GRAVITY Instructor and have never visited GRAVITYClubhouse, it's time to activate your complimentary Open House membership!

Visit <http://www.efisportsmedicine.com/gravity-clubhouse/> and enter your e-mail address and click on Reset Password to CREATE a password.

You'll receive your e-mail confirmation, then you're good to go! View Trailer Videos, Exercise of the Month, and MasterTrainer Tips.

Login now to Clubhouse.



### QUOTE OF THE MONTH:

"It's kind of fun to do the impossible."

WALT DISNEY

