



SWEATSHOP

PILATES • GENERAL FITNESS • GROUP TRAINING • WORKOUT PROGRAMS



May 2019

“Physical fitness is the first requisite of happiness.”
– *Joseph H. Pilates*

International Pilates Day? Seems like it was just yesterday but it is actually close to 30 years ago that we were teaching folks how to pronounce Pilates—**Pi-la-tes**. Very few people knew what it was or who founder Joe Pilates was. Fast forward to now, the fitness industry estimates there are more than 10 million people doing Pilates, and more than 150,000 teaching Pilates in some form.

May 4 is National Pilates Day, but one day isn't long enough. We're celebrating Pilates ALL MONTH long. And while we are at it, we

are celebrating moms, aunts, sisters, daughters, all women! Pilates is a great way to keep all women healthy, fit, flexible, balanced and strong. AND MEN TOO, but we'll focus on you next month!

We are determined to make sure everyone who comes through our door has the opportunity to try Pilates at the very least. For those of you who are all in, consider the next wave of Pilates workouts through our POP UP Pilates workouts.

GET TO KNOW JOE AND REFORMER READY



“Get to Know Joe” and “Reformer Ready” are active information sessions for Pilates newbies including **45 minutes of exercises, followed by 10 minutes of Q&A**. For newbies, **Saturday, noon, May 4 and 11**. Free w/RSVP.

CARDIO-TRAMP/BARRE ON THE REFORMER

is a trio of these elements, all in a 55-minute workout. Use your Reformer class pass for these May POP UP Reformer classes on two **Sundays, May 5 at 9 am & 11 am; and May 19, at 9 am**.

ZENGA ON THE REFORMER is back! Plan ahead for **May 11 at 11 am!** Some Reformer experience and a class pass needed.

FAST TRACK TO REFORMER FOR 2. Bring mom, a friend, anyone; each purchase an FTR and get a **Bonus 4** session.

Keeping Women Healthy, Fit and Strong

May's Mother's Day focus inspires us to give women an extra burst of support. Think of some of the most pressing women's health issues: heart, bone and mental health, for good measure. Everything we do at the SweatShop can make all of these better AND as any good multi-tasking woman knows, we can address all these issues all at the same time. If you are doing some gift giving this month to a woman consider the following and put a ribbon on it.

- **5 sessions as part of a 25-minute private fitness training package (4 levels of trainers)**
- **Fix it Focus! 3 sessions of 25 minutes with Level IV trainer, issue focused**
- **Rollga Stretch class with a ROLLGA!**
- **Bootcamp – June or July 1-week sessions**
- **Private one hour Fascia Stretch!**

On Mother's Day Saturday and Sunday, we are giving mom a break with a 20% off shopping pass to pick out her own gift ... or for her children, as moms do!



SAM LAUNCHES JUST IN TIME!

You couldn't help but notice our newest member of the Guest Services team, our Rugby playing, Xctry skiing, French-speaking, sports coaching Sam McVey. Sam is also our newest Fitness trainer and will have a **limited number of both 5x and 10x 25-minute packages available at a Pre-launch**

Level I. Sam is about to complete his certification as a Certified Strength Coach Specialist (CSCS) so grab a package for him now before he bumps up a level—great value for a great trainer.

GET THE HALO EFFECT !

We are shining a light on very effective fitness tool this month, HALO Trainer. We are adding HALO training to Spin Class on **Monday at 6 pm and Thursdays at 12:15 pm** for the strength training part of the workout. It offers core-integrated bodyweight training options to increase strength and muscle endurance, and it challenges proprioception and balance. We have a core team of experts in HALO: Claudia, Andrea, Lara, and we're adding Denise and Sam. They will use private and group training and you can book a HALO focused session.



ROLLGAS FOR MOM AND YOU?

Rollgas are those funny looking foam rollers, some are gray, some look like pandas. They are used for reducing trigger points and pain in body. We can tell you all about them BUT the best teacher is experience. Purchase a ROLLGA this month and get a class pass to a **Rollga Stretch, Saturday at 10 am, May 11 and 25. At \$39**, a great gift with a value of twice that.

SO YOU WANNABE?

Dreaming of becoming a trainer? You're not alone! The demand for Pilates trainers in the Metro is at an all-time high. This is the best time to sign up for STOTT PILATES® Training. Whether you're an experienced fitness trainer with a health science degree, a beginner, or thinking of a radical career change—we have a course for you! Sign up for one of our "SO YOU WANNA BE A PILATES TRAINER?" information sessions at the SweatShop this April to hear more about your options and start your path to becoming a Pilates trainer!

Saturdays, May 4, June 8 at 12 noon
OR by appointment.

RSVP at protraining@sweatshopfitness.com

Ready to JOIN as a MEMBER?

A reminder that membership has its privileges.

The **POWER** and **PLUS** Group Training memberships all include:

10% off on private training packages, special programs such as Drop 12 and Bootcamps, Reformer class passes, workout and casual wear. Most members receive a rebate from their health insurance provider for showing up 12x a month.

BASIC members with **GT** envy? Upgrade to a **POWER** or **PLUS** this month. This month's bonus gifts include Summer **BOOT-CAMP**.

Summer Bootcamp Plans

The twin trainers of fun, Andrea and Lara, have planned two summer Bootcamps to Kick \$%^s, making sure you achieve some awesome boosts in your fitness and fun. **June Bootcamp is June 17–20, Monday–Thursday, 55-minute sessions at 7 am.** Bootcamp workouts will combine outdoor, offsite and indoor props for intense workouts. PRE-Reg in May and get 100 Perkville points. \$98.

July Bookcamp will have a Tuesday/Thursday format over four weeks.

"WHAT DO YOU KNOW?!" CHALLENGE

Do you know what Perkville points are? What are the many benefits to memberships?

At what age do you get a senior discount? Do know how to use the SweatShop app?

You can work in teams of two or three to compete for big prize money (well, okay, Perkville Points) and the big winners –100% of the questions answered—will win their choice of a Workout Party for 8 or private sessions with SAM!

MAY CALENDAR

- 3 Pilates Mat with Sheri at 8:15 am
- 4 National Pilates Day: Get to Know Joe 12 noon
Open House
So You Wanna Be a Pilates Trainer? 12 noon
Student Intern Meeting 1 pm
- 5 POP UP: Cardio Tramp & Barre on Reformer 9 am & 11 am RSVP
- 6 May schedule starts with Spin & Halo debuts 6 pm
- 9 Spin and Halo 12:15 pm
- 11 ROLLGA Stretch 10 am
Reformer Ready 12 noon
Mothers 10% off shopping
- 12 Mothers Day
- 18 ROLLGA Stretch 10 am
- 25 Pop Up: Zenga 11 am - please RSVP
CLOSED at noon for Memorial Day Weekend
- 26 & 27 CLOSED for Memorial Day Weekend

June WE LOVE MEN focus Bootcamp

- 1 Open House