

July
August
September

SWEATSHOP Calendar 2010

Month	Date	Day	Time	Event
July	6	Tuesday	12:15pm	Baby BootCamp begins
	10-11	Saturday-Sunday		OPEN HOUSE WEEKEND
	12	Monday	4:45pm	Short Burst BootCamp begins
			6:00pm	Beginning Mat Pilates 4-week program begins
			7:00pm	Pilates on the Green Golf Workshop
	19	Monday	7:00pm	Yoga Camp for Absolute Beginners starts
	22	Thursday	5:30pm	FREE Run/Walk info session
	24	Saturday	9:00am	FREE Run/Walk info session
			11:00am	Pilates on the Green Golf Workshop
	26	Monday	7:00pm	KB Basics
29	Thursday	5:30pm	Run/Walk Group starts	
31	Saturday		OPEN HOUSE WEEKEND	
August	1	Sunday		OPEN HOUSE WEEKEND
	3	Tuesday	12:15pm	Gyro Summer Camp begins
			6:00pm	Reformer Quick Start begins
			6:00pm	Pilates on the Green Golf Workshop
	9	Monday	6:00pm	Pilates Camp for Men
	19	Thursday		TRX Anniversary Workout
	21-22	Saturday- Sunday		OPEN HOUSE WEEKEND
	23	Monday	6:00pm	Yoga Camp for Men
30	Monday	7:00pm	KB Basics	
Sept.	4	Saturday	12 NOON	Holiday Weekend SweatShop closes early
	5-6	Sun-Mon	CLOSED	Holiday Weekend SweatShop closed
	7	Tuesday	10:00am	Heart Project begins
	11-12	Saturday- Sunday		OPEN HOUSE WEEKEND
	13	Monday		New Programs begin
			6:00pm	Beginning Mat Pilates 4 week program begins
	14	Tuesday	12:15pm	Gyrokinesis program begins
	18	Saturday	12:15pm	Gyrokinesis program begins
	25-26	Saturday- Sunday		OPEN HOUSE WEEKEND
	27	Monday	7:00pm	KB Basics

Summer Hours
Mon-Thurs: 5:45am-8:00pm
Fri: 6:45am-5:00pm
Sat: 6:45am-1:00pm
Sun: 7:45am-12:00noon



Personal Training Bonus

Purchase a 10x Personal Training package
 Get 5 Short Burst Training Sessions FREE
 (includes TRX and Kettlebell!)

Available through July 31, a \$98 value!

SWEATSHOP WEEKLY COUPON



SAVVY SHOPPERS log on weekly
www.sweatshopfitness.com

- > promotional offers
- > 2 for 1 programs,
- > discounts, AND MORE.

MEMBERSHIP PACKAGE

Join us this summer and be rewarded!

Your choice of July and August membership FREE
 or choose a Summer camp for FREE.

A VALUE UP TO \$250!

SIGN UP WITH GUEST SERVICES BY AUGUST 15.

SPECIAL SUMMER PACKAGE FOR MEN

- Pilates Camp for Men
- Yoga Camp for Men
- 10 Short Burst Training sessions
- 1 month membership

\$199, Value up to \$375!

Available through August, 23.

Babysitting Hours

MORNINGS: Monday-Friday, 8:45-11:00am; Saturdays, 9:00-11:00am. EVENINGS: Monday-Thursday, 5:45-7:15pm

FREE OPEN HOUSE WEEKENDS

July 10–11, 31–Aug. 1, Aug. 21–22,
Sept. 11–12, Sept. 25–26

Looking for a health club to call your own, but break out in a cold sweat at the idea of being locked in a small office with a zealous sales person? The SweatShop staff wants to reassure you that when you come check us out, it's really like dropping by a friend's house... really. Open House Weekends offer FREE samples, workouts, and drawings for TRX Basics, Kettlebell Basics, or Beginning Mat Pilates Program. Bring a friend to join in on the fun!

OPEN HOUSE SATURDAYS:

- 8:00am: **Power Weights...** Strength training with low weights, high reps using a "Body Pump"-type barbell set, steps, resistance bands, gliders, and more.
- 9:00am: **Zumba...** A sizzling Latin cardio workout.
- 10:00am: **Intro to Pilates Reformer...** Get a taste of why SweatShoppers are doing Pilates more than anything else. RSVP to get a Reformer.
- 10:30am: **Intro to Pilates Mat & Props...** Experience basic mat Pilates exercises and Pilates principles, the foundation for all Pilates with our Stott Pilates certified trainers.
- 11:00am: **Short Burst Sampler...** Try TRX and Kettlebell, the key components in our Short Burst Training (SBT) workouts. Learn exercises that stabilize your core muscles, build endurance, and increase strength, all in one 45-minute session!

OPEN HOUSE SUNDAYS:

- 8:00am: **TRX Basics...** Learn TRX safety and technique, followed by the TRX 25 workout at 8:30am. (Fee is \$19.50, but during Open House, it's 2-for-1 with pre-registration!)
- 10:00am: **Yoga Basics...** For beginners, to learn and practice postures, breathing, relaxation, and the many benefits of yoga practice

Call 651-646-8418 and tell us what you'll be attending, so we can reserve a spot for you.

MUSCLE CONFUSION AND VARIETY continued from page 1

The secret to progress with exercise? Create "muscle confusion." Keep your muscles guessing by changing the intensity, frequency, and duration of your workouts. Your body doesn't know what's coming next and consequently, pays more muscle attention, thereby increasing metabolic changes, muscle development and calorie burning. It keeps your mind at razors' edge as well.

The SweatShop staff stays up late at night creating new workout formats dedicated to offering your muscles confusion, and your mind a challenge. Here are this summer's new formats guaranteed to add fresh new workouts to your routine. Your muscles will thank you.

"Fast, furious and functional" is how a recent fitness industry magazine describes Short Burst Training, maybe the best path to muscle confusion. SBT includes TRX Suspension Training, Kettlebell, and much of the circuit training and BootCamp formats.

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Summer Camps for Everyone



One of the great disappointments of adulthood is that summers change from outdoor days of camp, new activities, and learning experiences to the same workaday routines with wistful looks out the windows. This summer, the SweatShop has dedicated its programming to giving you some of the good old-fashioned summer thrill of camps, even if it is in hours instead of weeks and requires no duffle bag packing. Use these camps to learn a new skill—Yoga, Pilates, Gyrokinesis, or push beyond your routine—Short Burst Training BootCamp, Reformer Quick Start and get that merit badge feeling of accomplishment. Offerings are listed here, in the Special Programs flier and on our website.

Yoga Camp for Absolute Beginners

The benefits of Yoga are indisputable and being able to join in a Yoga workout is almost *de rigeur* for the 21st century. If you were busy at the office for the last decade and didn't get your Yoga practice started, these 4-session programs are for you. Sessions will teach basic vocabulary, principles, and postures so you can get into a yoga class and feel like you know which end is up. Our excellent Yoga team welcomes everybody to this program. It's a terrific value as it is included in SweatShop memberships and only \$75 to non-members. Pre-registration is required as well as minimum numbers, so tell your friends!

Yoga Camp for Absolute Beginners
July 19, 21, 26, 28 at 7 pm

Yoga Camp for MEN

Same as the above BUT with special focus on help and modifications for less flexible, more muscled, male bodies.

**August 23, 25, 30, &
September 1 at 6 pm**

PILATES FOR EVERYONE

BEGINNERS' PILATES

Pilates Director Kelly Dormady says, "We take Pilates seriously and want you to reap maximum benefits from this amazing exercise method. If you've ever tried doing Pilates in a 'come one, come all' Pilates class at a big box health club you know first-hand how it missed the mark. The end result? a watered-down experience. We hold our teaching to a much higher standard."

In addition to building core strength, Pilates focuses on the individual's spinal alignment and postural needs. Pilates has a unique cueing language to learn and is progressive self-discovery using the five basic principles. Learning Essential Matwork repertoire is the foundation for Pilates practice. Here are **three summer opportunities for beginners:**

BEGINNING PILATES MAT PROGRAM

Joining the 4-week Beginning Pilates Mat program makes it easier for people to get started and to progress to the experienced level.

Start dates: July 12 & September 13

Meets Mondays & Wednesdays 6pm, & Saturdays 9am, for 4 weeks (12 sessions)

PILATES CAMP FOR MEN

Learn Pilates basics, principles, and vocabulary. This **MEN ONLY** program will teach just enough anatomy to get you started and ready for the world of Pilates, with practical application of Pilates to sports and everyday functions.

Camp dates are Aug. 9, 11, 16, 18 at 6pm.

Pre-registration encouraged for 4 sessions.

\$60 for members, \$75 for non-members. FREE to Plus members.

TRANSITION MAT SATURDAYS

Are you a Beginning Matclass graduate but not quite ready to call yourself experienced? August Saturdays at 9am the Pilates staff offers Transition Matclass, creating a bridge to the next level.

Saturdays during August at 9am

Drop-in and pass rates available. FREE to Plus members.



REFORMER QUICKSTART PROGRAM

New to Pilates Reformer? This fast track to Pilates skill and entrance into Reformer class has had a 100% success rate getting Pilates newbies into Reformer work as fast as private training with 1/3 the expense. This **NEW** program by-passes the requirements and can stretch your Pilates budget. Reformer Quick Start includes eight small group training sessions at only \$225. Save time and money while becoming a Pilates lover and expert.

DO pre-register as every program has sold out.

Start dates August 3, October 5.

Group sessions are Tuesdays & Thursdays at 6pm.

PILATES ON THE GREEN

Our **PILATES WORKSHOPS FOR GOLFERS** are game changing, literally! Golfers have reported improvements in their game from the techniques and exercises they learned in the workshops and applied. Using Pilates for golf will strengthen and stabilize your body to improve your game. The more mobility with stability, the further the ball goes. Good mobility and stability throughout the entire shoulder girdle, full range of motion in the ankle joint, as well as good alignment of the hip/knee/ankle all contribute to better control of the backswing and follow through.

The stronger your core and the more mobile your lumbar spine, the more powerful your swing will be. When it comes to golf, even your wrists, forearms, and neck must be mobile, strong, and stable.

This workshop will help **EVERY GOLFER!** No Pilates OR golf experience necessary.

Monday, July 12, 7-8:30pm

Saturday July 24, 11am-12:30pm

Tuesday, August 3, 6-7:30pm

Pre-registration suggested. Cost is \$19.50 to all.

"The Reformer Quick Start Program is awesome! I am learning to use the Reformer in a short amount of time at a reasonable cost. The instructors are extremely knowledgeable and dedicated to getting you ready to join Reformer classes. After each class I feel more confident, flexible and that I've gotten a good workout in. I can't wait to take more classes!"—*Testimonial from Mikinzie Bichel, SweatShop client*

MUSCLE CONFUSION AND VARIETY continued from page 2

Summer Camps at the SweatShop are designed to help you shake up your routine, try something fresh for your body, and reach back to the summer days of camp when everything was a new adventure.

Choose from:

- Short Burst Training BootCamp
- Baby BootCamp (aka gentle BootCamp)
- Yoga Camp for Absolute Beginners
- Gyrokinesis Camp
- Pilates on the Green Workshops
- Yoga For Men
- Pilates for Men
- Kettlebell 25 and Basics
- TRX 25 and Basics
- Summer Circuit Class
- Run/Walk Group
- Transition Pilates Mat
- Reformer Quick Start

Anyone can join the Sept. CMR course@
Start your **STOTT PILATES** career.
Email Kelly@sweatshopfitness
and find out more about training and careers.



at SweatShop Fitness.

• Questions: 651-646-8418