

Increase your profits with THE CHAMP!

Obesity in North America is growing at a tremendous rate. Computers, video games and television make kids a serious target for obesity. With an average 10 Million kids reported overweight in America, fitness and health professionals are looking for attractive exercise alternatives to get kids (and parents) excited about exercising regularly. "THE CHAMP™", by Body Cycle, an industry-leading manufacturer of indoor group cycles and group fitness programs, has been designed to tap into the needs of the youth fitness market.

Rewards in increased memberships and loyalty.

Imagine if one single service could help increase your potential market and at the same time help you reach a totally new and lucrative segment, kids. Studies indicate that half of today's club members are adults with children, now imagine that this market segment is divided by half, today's adults have to choose between training and staying home with the kids. Opening your doors to kids will attract both parents, enabling all family members the opportunity to become members in your club.

Parents feel more secure knowing their kids are safe. Study show that parents are more likely to choose a club offering youth oriented services. Youth fitness classes would set a new trend in your facility.

A new revenue.

Still unsure? As kids become regulars to your club, increased sale revenue will be felt. Ever tried to bring a kid to a football game without having to spend at least double the price you paid for ticket on food, drinks, candy or clothing? It's a proven fact that kids are the best sales men when it comes to satisfying their wants.

Indoor cycling has been one of the hottest growth areas in the health and fitness industry the last seven years, no other type of training can offer the support, the friendship, that indoor cycling brings to kids of all fitness levels in a safe controlled environment.

Designed by top fitness professionals in Canada and the U.S. and manufactured in North America, "THE CHAMP" cycle offers a wide range of standard safety features, including a patented free-wheel system and more. To learn more about Body Cycle's innovative Junior Cycle and group fitness classes designed for kids or adults, call (888) 258-2496 or visit Body Cycle's web site: [www. Bodycycle.com](http://www.Bodycycle.com)

Invest in your child's future.