

BALLARD FITNESS FEST 2011!

Some of you know some of you don't, that I have worked in Ballard as a fitness professional for over 8 ½ years now. Ballard has become my second home and I feel a part of this neighborhood just as much, if not more, than some of you living here. In the spirit of feeling neighborly I have come up with a challenge, a fitness challenge, for everyone in Ballard and the surrounding area. EDGE Personal Training is the creator, sponsor and administer of the "Ballard Fitness Fest!".

Last year was a huge success with over 70 participants and we hope to better that this year. The contest is simple;

- To enter, you must live or work in Ballard (or the surrounding area, i.e.: Queen Anne, Magnolia Crown Hill)
- Contact EDGE Personal Training and set up an initial fitness assessment during the dates of February 7th- 18th . (The fitness assessment consists of a body composition test, circumference measurements and body weight)
- Kick your butt for 3 months and re-test between May 16th and May 26th

*The cost to enter is \$15(+tax) however; once you are entered, you will receive \$5 off of the regular price of all 55min. training sessions at EDGE!

The judging is based on **your own individual improvement** on a percentage scale. For example, if someone weighing 200lbs. loses 20lbs of total body weight and someone weighing 130lbs. loses 13lbs. they each lost 10% of their beginning body weight. The same goes for body fat % and circumference measurements. Make sense? This way everyone is comparable regardless of their begging fitness level.

Did I mention the prizes?!?

Grand Prize (Greatest overall improvement judged by EDGE Trainers):

- \$250 gift card to A Ballard Business of their choice
- 3 Free training sessions (\$225 value)
- Featured on My Ballard and in the Ballard News Tribune and on Our EDGE Site and blog
- EDGE T-Shirt

First Prize:

- \$100 Gift Card to a Ballard Business of their choice
- Named on all websites mentioned
- EDGE T-Shirt

Second Prize:

- \$50 Gift Card to a Ballard Business of their choice
- Named on all websites mentioned
- EDGE T-shirt

Third Prize:

- \$25 Gift Card to a Ballard Business of their choice
- Named on all websites mentioned
- EDGE T-Shirt

There you have it folks. \$15 for \$5 off/session at EDGE, a chance to get in better shape for the summer and a chance to win some great prizes. What could be cooler than that? A giant “Thank you” to everyone who has supported myself, as well as EDGE over the years. Good luck and I hope to see you all soon!

Erik Hroncich, NSCA-CPT

www.edgepersonaltraining.net