

29 October 2009

Media Release

Photo and interview opportunity

Brisbane's body4u is voted the People's Choice in personal training

Fitness Australia, the health & fitness industry association, tallied the votes from around the country and presented Brisbane's body4u Personal Training Club with the 2009 Queensland People's Choice Award, recognising the community's favourite fitness business as part of the Australian Fitness Industry Awards program.

"body4u is a great advocate for the work of Fitness Australia and its commitment to professionalism within the fitness industry," says Laretta Stace, Chief Executive Officer of Fitness Australia.

The inaugural People's Choice Awards, had over 5,000 people get off their treadmills to vote for which they thought were the best fitness providers around the nation.

"People are passionate about where they exercise and they want Australia to know about it," says Stace.

"Their community connection highlights the real impact that fitness businesses are having on the health of the community and associated health care cost savings for the government."

Recent findings by Access Economics in their report '*Let's get physical: The economic contribution of fitness centres in Australia*' suggests that the current fitness centre industry in Australia has the potential to deliver savings of up to \$107.9 million in direct health care costs associated with the prevention of chronic diseases such as type 2 diabetes, cardiovascular disease and cancer*.

"We are extremely proud to be acknowledged by Fitness Australia and members of our community, and feel a real sense of achievement in the work we do with our clients. We are honoured to play a role in the industry that provides Australians with the opportunities to lead more active, healthy and productive lives," says Darren Robinson Founder and Owner of body4u.



body4u is representing Queensland as a national finalist in the Australian Fitness Industry Awards program. National winners will be acknowledged at a gala dinner on Saturday 14th November 2009 in Perth.

**Let's get physical: The economic contribution of fitness centres in Australia. July 2009. Access Economics Pty Limited.*

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To arrange photos or an interview contact:

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More information

Fitness Australia is the Health and Fitness Industry Association and is committed to working for a fitter, health Australia.

An increase in fitness centre utilisation of just 3% of the adult population has the potential to generate health care savings in the order of \$204.8 million and lead to increases in Australia's workforce of around 2609 full time employees through greater workforce participation and higher productivity.*