

The Press

Island Gym in Northfield Re-Opens with an Xtreme Way to Get Fit.

Island Gym Northfield is hosting a grand re-opening this September 21st through the 23rd featuring its all new Art of Strength Xtreme Training Center. Art of Strength and Xtreme Training are the hottest fitness trends in North America. Better said, it's the most fun you can possibly have while working out and while your clothes are still on! Now, does that peak your interest!

Art of Strength, founded in 2002 by personal trainer, Anthony Diluglio is the first mainstream American gym to use kettlebells as the central tool for strength, endurance and body shaping. This simple training tool, which resembles a flat-bottom cannonball with a handle, allows for movements and exercises unmatched by any barbell, dumbbell, or weight machine. This Xtreme Training method has essentially redefined what it means to be and how to get fit.

Many of those who have experienced this extraordinary workout testify that not only has it transformed their body, but it has even changed their life. Check it out online at www.islandgym.com.

Island Gym Owner Jim Rich was so impressed by this newfound approach to fitness that he incorporated it into the Island Gym fitness center in Northfield, NJ. So dedicated to this program, he built a 1000 square foot Xtreme Training Center for the sole purpose of hosting Xtreme Training classes and group personal training. Jim says, "It's fitness that has been around for over 150 years, yet it seems so new that our members might have a hard time explaining to their friends what they do. When we say kettlebells, bars, ropes, logs and awesome music, people still don't know what we're talking about. There is absolutely no way to describe this workout without inviting you in to try it. You'll have an awesome time working out with friends, all while were changing your body working out with very cool stuff. I am very

excited about the Art of Strength Xtreme Training Center and to start teaching others the real power of fitness and the hidden power within themselves".

Fitness Director, Kevin Hamm, says, "Art of Strength is meant for anyone and of any fitness level. It offers a 'back to basics' form of training that is a lot of fun." Xtreme Training offers a break from the monotony of machines and weights combining functional movements that really drives change in the body. "By combining basic movements with short burst, high intensity exercises, participants will see incredible toning in their bodies especially the core and glutes." Now who doesn't want to see results in those areas?

Island Gym's Art of Strength Xtreme Training Center's grand opening celebration is Monday September 21st through Wednesday September 23rd. They will feature several free Xtreme Classes and will be providing special instruction throughout the day. For more information about Art of Strength and special events planned for the grand re-opening contact Island Gym at 609.484.3100 or visit them online at www.islandgym.com.

