

## ADIDAS FITNESS ACADEMY MEDIA LAUNCH

30 June 2011

The adidas Fitness Academy (aFA) is finally here! A global program, the aFA has signature Yoga, Personal Training and Zone Cycling classes which were launched exclusively to True Fitness and True Yoga members.

At the recent media launch of the aFA held at Suntec City, invited guests and media got a taste of the three unique classes – adidas Yoga, adidas Personal Training and adidas Zone Cycling.

A promotional graphic for the Adidas Fitness Academy 2011. It features the Adidas logo and the text "Introducing fitness academy programmes 2011". Below this, there are three panels, each with a photo of an instructor and a description of a class:

- PERSONAL TRAINING**: "You don't have to be an athlete to train like one! adidas Personal Training promises to power up your workouts with plyos, speed work and metabolic circuits. Reach new fitness levels through an increased awareness of your kinetic chain and create a fitter, quicker and more powerful you!"
- ZONE CYCLING**: "Immerse yourself in the experience of racing in the Olympic finals with this revolutionary indoor cycling class! Inspired by Olympic Gold Medallists Sir Chris Hoy and Victoria Pendleton, it will take you on an exhilarating journey to the Velodrome with drills and training that will improve your strength, power and muscular endurance."
- YOGA**: "Energise your mind and body with this unique class that is based on Anusara® yoga. Go through a series of forward and back bending, twisting postures and more. The full sequence will help you optimise the flow of circulation, regenerate muscles, revitalise organ functioning, improve oxygenation, endurance, flexibility and strength!"

Guests were taken through a 60-minute condensed version of the three classes. The sessions were led by True Group's experienced instructors – Master Adinath Chowdhury, Wendy Cho and Martin Cheang.

To kick off the trial session, guests put their flexibility to the test with adidas Yoga. Led by True Yoga instructor Master Adinath Chowdhury, guests got more than just a good stretch.





Based on Anusara yoga, adidas Yoga aims to strengthen and tone the legs, arms and upper back while opening your hips and creating more freedom in your lower back and shoulder girdle.

Just what the guests needed to wake up their tired bodies in preparation for the other sessions!



After warming up with the yoga session, guests were led back to the studio for some heart-pumping action! True Fitness Master Trainer Wendy Cho took the work out up a notch with speed work, push ups and lunges! Definitely not for the faint hearted!



After a short breather, guests were trooped off to the spinning studio to get a taste of adidas Zone Cycling with True Fitness Instructor Martin Cheang.



Inspired by Olympic gold medalist Sir Chris Hoy and Victoria Pendleton, adidas Zone Cycling had guests pedaling and panting in a unique group exercise experience.



aFA Classes are available from July 2011 at **True Fitness** and **True Yoga** centres in Singapore, *exclusively for True Group members*. More details on the adidas Fitness Academy can be found at <http://www.facebook.com/adidasfitnessacademy>