

**JJB ABERDEEN
CHILDREN IN NEED APPEAL
FRIDAY, 14.11.08**

Members at JJB Aberdeen had great fun recently participating in The Fit Zone™ Group Exercise Programme on behalf of Children in Need. The class was the busiest of the day and everyone was asked to contribute at least £1 to attend the many group exercise classes on offer. All 54 clubs of the JJB Health Club Chain were participating in various activities for the charity.

A new addition to the timetable at 6pm every Friday, The Fit Zone™ programme has been going from strength to strength and is well received by a variety of fitness levels, ages and abilities. Some participants are wearing heart rate monitors as part of an ongoing science study to monitor calories burned and heart rate activities whilst participating in the session. To date, the results show it to be a valid form of exercise which keeps participants in moderate to hard heart rate training zones, which aligns itself to current industry guidelines for fitness.

Bev Gove, Director of Zone Fit Ltd, says – “it's great to be on the timetable at JJB, and gives us the chance to test our concept with “real live” clients. It has been well received by the Aberdeen club, attracting many existing group exercise participants and other participants who have never ventured into the studio. We believe our programme compliments existing timetables by providing an attractive alternative to some other licensed forms of activities currently on the market.”

