



### **Sporting Chance Initiative Funds Zone Fit Ltd**

The Sporting Chance Initiative is helping to fund an innovative new initiative designed for all ages, abilities and fitness levels. The Fit Zone™ is a dynamic and powerful athletic training programme designed to improve motor skills, reactive training, aerobic conditioning, muscular strength, endurance, flexibility and body composition. This high-intensity, low-impact programme involves moving inside a square frame, with the option of performing upper torso body building movements. The Fit Zone™ group exercise programme is designed to accommodate all fitness levels through the use of speed, intensity and different height settings on the equipment.

The Sporting Chance Initiative will be funding a study to measure heart rate as well as the amount of calories burnt during the specific cardiovascular group exercise programme using The Fit Zone™ and to compare them with results from other published studies of a similar nature i.e. Step Aerobics and Body Attack. This research will be carried out by Robert Gordon University and volunteers will be recruited from David Lloyd Leisure in Aberdeen, which is currently undertaking a 6 week exclusive trial of the equipment and group exercise programme.

Bev Gove, Director of Zone Fit Ltd, said, “We are very grateful to the Sporting Chance Initiative for providing funding for this extremely useful piece of research. We are extremely excited about the David Lloyd Leisure trial and are looking forward to finding out just how effective a typical Fit Zone™ workout is.”

The project has been funded through the Sporting Chance Initiative’s SCoPE funding award. SCoPE awards are designed to fund project activities which promote innovation and knowledge transfer into companies from public sector research organisations such as universities. SCoPE Awards are discretionary contributions to projects of up to £5000 (excluding VAT).

For more information please go to:  
[www.sportingchanceinitiative.co.uk](http://www.sportingchanceinitiative.co.uk)  
[www.the-fitzone.com](http://www.the-fitzone.com)