



# THE FIT ZONE™

## DEVELOPING DYNAMIC & POWERFUL ATHLETIC TRAINING



Aberdeen based company **The Fit Zone™** has developed a dynamic and powerful athletic training programme that improves motor skills, reactive training, aerobic conditioning, muscular strength and endurance, flexibility and body composition.

The high-intensity, low impact programme involves moving inside a square frame (designed by the company) 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.

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# We are very grateful to the Sporting Chance Initiative for providing funding for this extremely useful piece of research.

Bev Gove - Director, The Fit Zone™

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The Fit Zone™ undertook a study, in collaboration with Robert Gordon University, to measure the heart rate as well as the amount of calories burnt during a typical cardiovascular group exercise programme using The Fit Zone™ and compared this with the results from other published studies, i.e. *Step Aerobics*.

This research took place at David Lloyd Leisure in Aberdeen.

This research was funded by the **Sporting Chance Initiative** pilot project's SCoPE award, now called the STAR award which is designed to fund feasibility studies that promote innovation and knowledge transfer into companies from universities and research organisations. The STAR award will fund up to £5,000 (excluding VAT) and can be matched in cash or in kind.

[www.the-fitzone.com](http://www.the-fitzone.com)

