

Press Release



New Home Fitness Revolutionizes the Home Fitness Industry

New concept targets fitness habits at home

Elkhart, IN—Americans are growing and growing and growing. According to the Center for Disease Control and Prevention obesity in American adults has increased by 60% within the past twenty years and obesity in children has tripled in the past thirty. America has a fat epidemic that will be felt for generations if changes are not made now. A new fitness company hopes to help address the problem by making commercial quality home fitness equipment affordable for the average American family. “Unhealthy eating and fitness habits first begin in the home” said New Home Fitness President and fitness expert Adrian Griffen. “So it only makes sense that to turn this epidemic around we need to start addressing the habits of families *inside* their homes.”

A family of four could spend hundreds of dollars every month on health club memberships that they never use. But now, by working with realtors, homebuilders and financial lenders New Home Fitness can build a commercial quality gym inside a family’s home with no upfront costs. “The fitness room could end up being the new family room” said Griffen. “Instead of a family getting together in front of the television, to watch a program and eat unhealthy snacks, they can all get together in the fitness room—a much healthier option. By having their own fitness room a family learns to incorporate daily exercise into their family life and parents pass on lifelong healthy habits to their children,” added Griffen.

The New Home Fitness concept works by incorporating the cost of a home gym into a family’s monthly mortgage payment. Instead of spending thousands of dollars at once to get their

dream home gym a family could spend as little as \$15 to \$50 dollars a month. That's less than the monthly fee for an individual membership at many health clubs. New Home Fitness works with only the best manufacturers of fitness equipment-names like Paramount, Sportsart, Quantum and Motususa. Recognizing that the fitness needs of families change over time New Home Fitness also offers an equipment buyback program.

New Home Fitness with patent pending is an Indiana based company dedicated to providing state of the art home fitness equipment at an affordable cost to American families. To find out how New Home Fitness can work with your realtor, homebuilder, or financial lender to bring fitness home to you visit our website at www.newhomefitness.com

Contact: Hart Media @ 574-286-6376 or hartmedia@hartmedia.net