

DATE: 26/01/16

TITLE: Plans for a Healthy New Year Gain Momentum in Stafford

CONTENT:

Visitors to Stafford Leisure Centre have kick-started their healthy New Year resolutions in style following major refurbishment of the 'Momentum' gym.

The existing facilities at the Centre - the largest of three sites managed by Stafford Borough Council's Leisure Team - have been overhauled as part of a £300K project, just in time to help members lose those extra seasonal pounds.

Wall-to-wall equipment from Matrix Fitness' innovative cardio and strength ranges will ensure that the 465m² site offers something for everyone; from revolutionary 7xi products, with tablet-like touchscreen displays that enable users to keep up with their social media feeds, watch their favourite TV shows, and track their fitness levels, to a choice of three strength ranges - Ultra, Aura and Magnum.

The Centre also offers a new indoor cycling facility, complete with Myride VX, and Myride+ LIVE, plus the Studio Coach app for an immersive, on-screen coached workout, and Myride® Tour Coach app - featuring terrain-focused footage from all over the world, paired with chart-quality music and world-class voice-over coaching. The redesigned studio features IC7 Indoor Cycles - powered by ICG, and endorsed by Olympic champion, Dani King MBE - ensuring the smoothest ride.

There are also plans to convert an additional room at the Centre for GP referral and cardiac rehabilitation - enabling the team to offer greater support to the wider community.

Commenting on Matrix Fitness' successful bid to equip the facility, Adie Meyer, Head of Sales - North, said:

"Reducing sedentary behaviour is high on the Authority's agenda, and with cycling a popular activity for many Stafford residents, we're particularly pleased to have installed our award-winning IC7 Indoor Cycles at the Centre. By training indoors on an IC7, which replicates the feel of a traditional road bike, less experienced cyclists can benefit from a real confidence boost before making the transition to the open road."

"It's not just cycling fans that will benefit from the refurbishment though. Stafford Borough Council is committed to providing a 'best in market' facility that appeals to all ages and abilities, and we have worked closely with the leisure team to design a site that achieves this."

Councillor Mike Smith, Cabinet Member for Leisure at the Borough Council, said:

"We always look to improve the offer to our members and increase the popularity of Stafford Leisure Centre."

"We have listened to what our existing customers want, and potential new members have asked for, and invested in the future to enhance our customers experience with the latest designs in the 200 units of gym kit."

He added: *"This is the third update of kit since the popular centre first opened its doors in 2008."*

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Johnson Health Tech UK Ltd

PRESS RELEASE

MATRIX

The new-look facility opened to members in mid-December, with an official launch on 22nd January 2016.

For more information about Matrix Fitness, please visit www.matrixfitness.co.uk

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world – is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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