

## The Highest Gym in America Opens in Downtown L.A.



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**educogym®** On January 7, 2009, an 8,500 sq.ft. state-of-the art gym by the name of 'Educogym®' will be launched in Downtown Los Angeles. This will be 'The Highest Gym in America'.

It is situated on the 57th Floor of a landmark building, the U.S. Bank Tower which is over 1,000 ft. high.

Educogym®, after only 2 1/2 years, is already a huge success with 35 gyms worldwide, over 100 trainers and 6,000 clients. CEO Thurston Pym explains: 'We are changing the industry's focus from warehouse facilities to real results, for the first time offering a scientific solution to the overweight epidemic. With less than twenty minutes of exercise necessary three times a week and the necessary motivation and supervision, Educogym® is set to lead the way to a new era in health and fitness.'



As a nation we're getting fatter and fatter and it's not for lack of effort. More Americans are taking up new diets and exercise programs than ever before. Incredibly, statistics show that 95 percent of all people who get back into good shape, will be in even worse shape than when they started a year later.

Science shows us that as we age we lose muscle tissue. This muscle loss leads to a lowered metabolism - the rate at which you burn food and fat for energy. Aerobics and low calorie diets may help you lose weight initially, but much of the weight loss can be muscle. This makes it harder and harder to burn fat as our metabolism lowers until eventually the weight piles back on.

The Educogym® system is based on university research showing that the average person can actually gain muscle while burning fat (gaining 3lbs of muscle and losing 7 1/2lbs of fat in only

12 days). It's a careful combination of exercise, balanced nutrition and pure concentration. Without one of these elements, the system would fail. The three elements combined leads to increased muscle, less fat, increased energy and a faster metabolism.

### **A New Era in the Fitness Industry**

Focusing on the results, it was necessary to develop a new type of gym. The common 'warehouse' type gym fails in achieving the necessary results for many reasons: attendance can be as low as 10% after a few months, there is a lack of motivation and the training program typically does not address the need to maintain or increase muscle.

At Educogym®, you receive the advantages of personal training plus the benefits of the group dynamic for a fraction of the price. This allows the average person to benefit from the correct scientific approach. Appointment based schedule, personalized programs and closely supervised training are some of the necessary unique features to ensure the university researched results could be replicated.

Thurston adds: 'Firstly, it was necessary to produce a totally new exercise machine to allow you to go from one exercise to another without compromising the intensity of your workout. This machine allows any part of the body to be worked at maximum intensity, in a virtually continuous manner for the duration of the workout (less than 20 minutes). Combined with closely supervised training, a more natural diet and a mental blueprint for success, the Educogym® system is showing dramatic results'.

For Businesses:

This year, the World Economic Forum issued a report in conjunction with Pricewaterhouse-Coopers entitled: 'Working Towards Wellness'. This report revealed shocking findings relating to the increased health and labour costs and decreasing rate of productivity affecting businesses in the face of a worldwide epidemic of chronic disease.

Educogym® is working with many companies to help improve the general wellness of their workforce. Yields are already showing likely returns of 3:1 or more. This is based on decreases in healthcare costs, reductions in indirect costs such as absenteeism and, most importantly, improved performance and productivity. Moreover, the incorporation of a wellness program enhances the company image, increasing morale and staff retention and promoting corporate social responsibility.

Educogym® offers customized corporate wellness packages involving result-driven programs with detailed reporting and feedback. The corporate environment can also be evaluated and education is offered via workshops and email newsletters.

Robert McKeon, MD McKeon Bros., comments: 'I was given three months to get my weight and cholesterol down and my blood pressure under control or my insurance company would cancel my policy. Within four weeks with Educogym®, I lost over 14lbs, 3 inches from my waist and my body fat dropped from 22% to 18%. I passed my medical and held onto my insurance policy.'