



Season Greetings,

My name is Kevin Smith and I am the Owner of Body Be Fit Ltd:

With Christmas and the New Year right around the corner Body Be Fit wants to help you burn off those holiday pounds, drop those added inches and train for an amazing cause.

Do you have a New Year’s Resolution to become more fit and healthy?

Quitting smoking, eating better and exercising more regularly are some of the top resolutions people make. These are all noble intentions but most of us fail because there is no plan and there is no accountability.



This is where the Body Be Fit team can put the odds in your favour. We will help you map out realistic goals and hold you accountable through your journey and guide you through some amazingly fun yet challenging workouts.

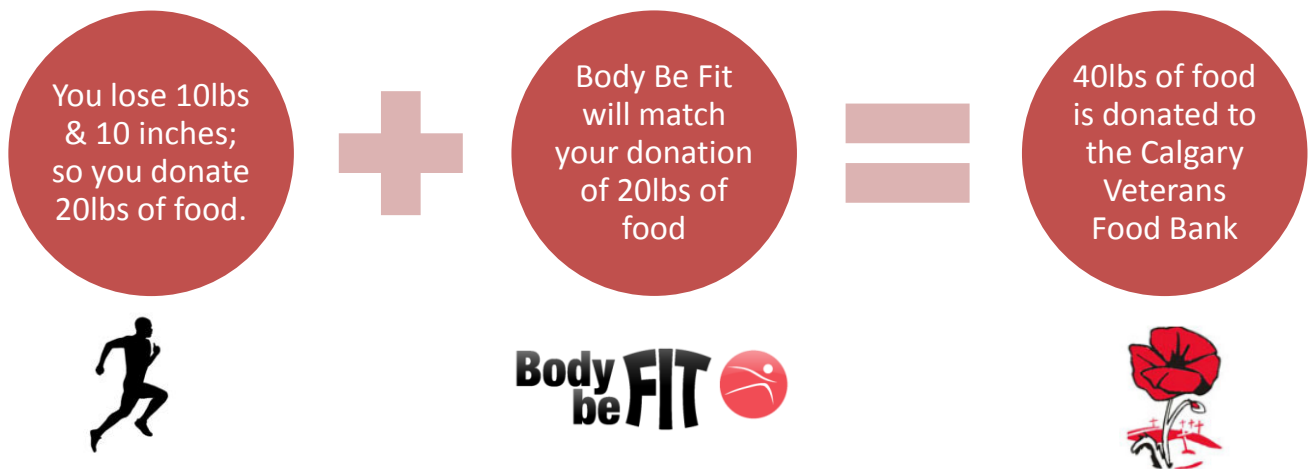
We challenge you to give back to your community, have fun and succeed in your goals!

On January 10th we are launching the 1st Annual Calgary Veterans Pound for Pound Fitness Challenge supporting The Calgary Veterans Food Bank. The challenge will run for 90 days; ending on April 10th.

To participate, you are required to train at a minimum of 2x weekly with a BBF trainer. To help set and track your goals, you will begin with a weigh in, body composition & measurements, pictures and fitness analysis. The goal is to train and drop weight and inches while increasing your fitness and becoming much healthier.

Why do we call it the Pound for Pound Challenge?

Most of struggle with weight loss – however there is a much bigger struggle facing some of our neighbours and for those who have fought for our country: having enough to eat. We are asking every participant to donate their pounds and inches lost, in the form of dry goods, to the Calgary Veterans Food Bank. Your donation will then be matched – pound for pound – by Body Be Fit Ltd. Here’s your donation is doubled to help those in need:



Feeling great isn’t the only reward:

At the end of the challenge Body Be Fit will be awarding great prizes to the winners, ranging from Personal Training Packages, Fitness Adventures and/or Shopping Sprees!



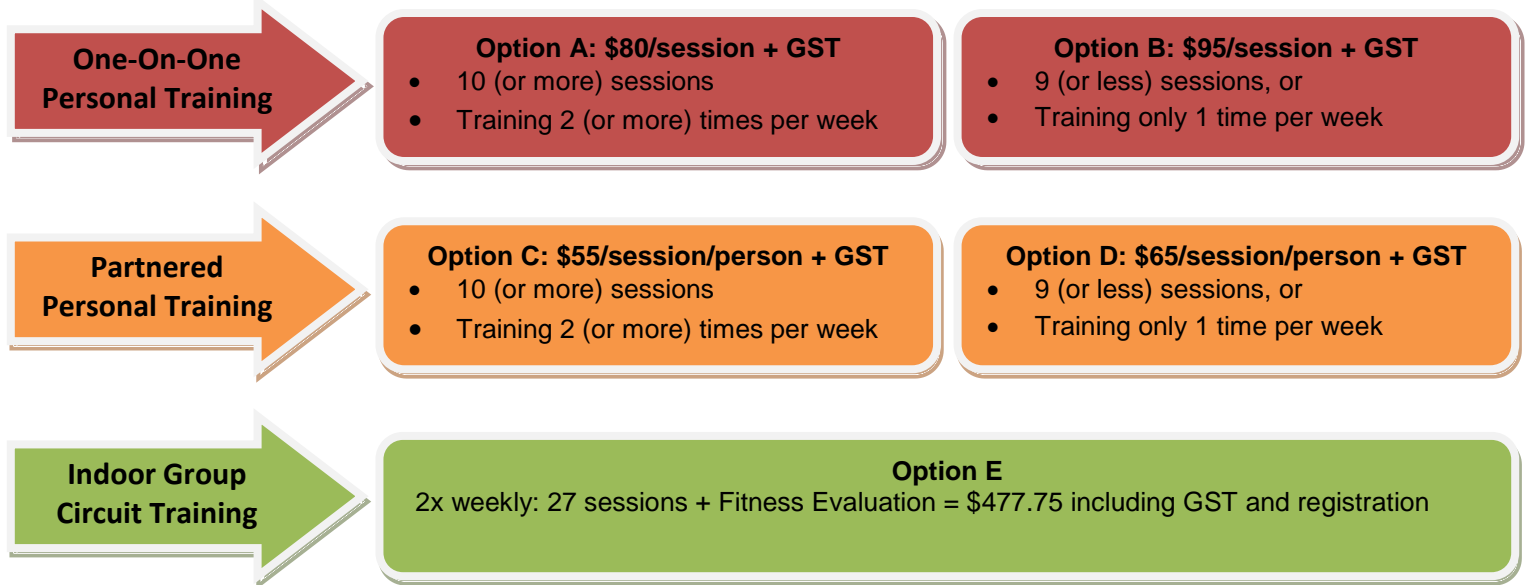
How you can join the Challenge:

One on One Personal Training: Personal Training services are designed around your needs and goals. We start off with a full body analysis with initial weigh in, measurements, body fat composition and 'before' pictures. We then conduct a full fitness evaluation to determine your physical starting point. Your fitness results will allow our team to design the best program suited to your goals. Your trainer will ensure that you will keep motivated and accountable through the challenge. A program will be designed for you, including activities you can do while not with your trainer.

Partnered Personal Training: Working out with a partner is a great way to have fun, save some money and benefit from the tailored experience of a personal training session. The training program will be based on the goals and needs of those in the group, and everyone will start off with a full body analysis including an initial weigh in, measurements, body fat composition and 'before' pictures. We then conduct a full fitness evaluation to determine everyone's physical starting point.

Indoor Group Circuit Training: Instructed and structured workouts with a group are fun, effective and perfect for any fitness level, however if you have any current or past injuries/restrictions we suggest you first speak with a trainer prior to signing up. This type of training is based on time so NO ONE is left behind. We use body weights, resistance bands, dumbbells, bikes and anything we have at our disposal in the studio. This is designed to help you drop weight, tone and tighten, strengthen your core and improve your overall level of health and fitness. Please note that for this session to be available, we must have 10 prepaid participants.

Your Investment:



We hope to see you in 2012 making positive changes!

Yours in health,

Kevin Smith

To book a complimentary session, sign up for the challenge or for any inquiries, please contact:

Kevin@bodybefit.ca

403-830-9697

www.bodybefit.ca