



# INSIDE TRACK

**Confederation College Fitness Centre**

December 2004

Happy Holidays from the Confederation College Fitness Centre staff!  
We wish you all the best this holiday season and encourage you maintain a healthy lifestyle. We look forward to seeing you in the new year!

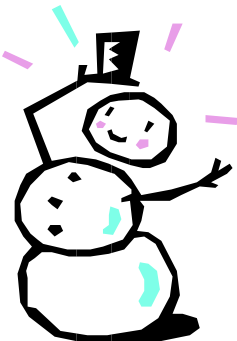
**Students, home for the holidays!** Keep warm during your school break with special holiday rates. Bring in your current student card to take advantage of this limited offer.

- \*Silver 2 weeks or less \$37
  - \*Silver over 2 weeks to 4 weeks \$45
  - \*Gold 2 weeks or less \$45
  - \*Gold over 2 weeks to 4 weeks \$55
- Prices subject to GST

## HOLIDAY HOURS

See you at the Fitness Centre during our holiday hours.

December 24	5am - 3:30pm
December 25	CLOSED
December 26	1pm - 4pm
December 27 to 30	REGULAR HOURS
December 31	5am - 5pm
January 1	1pm - 4pm
January 2	7am - 5pm
January 3 ...	REGULAR HOURS



## Check it out!

- \* Have you seen the new art work in the weight room? Celebrated Canadian artist and Fitness Centre member Mike O'Connor has painted original creations on our walls and we welcome this new addition.
- \* 2 New 30 mins fitness classes "Short Circuit" and "Shape". Get a great workout in half the time.
- \* Monthly Draws!  
Every month a local business showcases items in the lobby display unit. Fill out a ballot to win a prize from that business.

## Gift Ideas for any time of year

- \* Fitness Centre merchandise. Clothing, bags, hats, watches and more.
- \* 12 visit punch cards
  - Silver/Gold Access
  - Tanning \*Just reduced!
- \* Gift Certificates in any dollar value or membership length.
- \* Add your spouse to your membership at a discounted rate.

See our staff for more information.

## Winter 2005 Fitness Programs

The winter 2005 fitness program session is only a few short weeks away. Before they all fill up, visit us to register and save your spot in the class of your choice. Several of your favourite programs are back as well as a couple new selections. Check out the Key magazine or our website for a complete list.

**This 14 week session begins Monday, January 10th.**

**FREE TRIALS Wednesday January 5 to Friday January 7 2005**

Lunch Express	Fri. – 12:10-12:50pm	Kardio Kick	Thurs. – 6:00-7:00pm
Happy Hour	Fri. – 5:00-6:00pm	Short Circuit	Wed. – 6:00-6:30pm
Stepping Zone	Wed. – 5:00-6:00pm	Shape	Wed. – 6:30-7:00pm
Spin & Abs	Fri. – 6:00-7:00pm	BLT	Wed. – 7:00-8:00pm

Try as many different classes as you like. Only 1 trial per class is held.

Sign in at the front desk before each class.



## Squash Rated 'Healthiest Sport' By Forbes Magazine



Squash has been rated as the top sport in a survey of the 'Ten Healthiest Sports' published by respected US magazine Forbes.

Writer Neal Santelmann explains that "each of these sporting activities is a great way to get you

fit--and keep you there." He also points out to those who plan to try these sports that the list is "best pursued with calculated abandon to reduce their risk of injury, as well as in cross-training combinations to cover all of the basic physiological components."

Ratings were based upon consultations with fitness experts - coaches, personal trainers, competitors and exercise physiologists - as well as "a dash of personal experience". The four basic physiological components of fitness were rated on a scale of 1 to 5, with 5 being "excellent," 4 being "darn good," 3 being "good," 2 being "not bad" and 1 being "nothing special."

The survey also quantified the injury risk, rated on a scale of 1 to 3, with 3 being "low," 2 being "so-so" and 1 being "high." Calorie burn (in parentheses) is based upon the energy expenditure of a 190-pound person over 30 minutes and is rated on a scale of 1 to 5, with 5 being 450+ calories, 4 being 400-450 calories, 3 being 350-400 calories, 2 being 300-350 calories and 1 being 250-300 calories.

The magazine points out that "Calorie burn rates are from the American College of Sports Medicine; whenever possible, we selected the rate for "moderate" or similar intensity."

Scores were tallied to arrive at an individual rating

for each sport. "Of course," added Santelmann, "physiological benefits, injury risks and calorie burn can vary widely depending upon the technique, vigour, care and enthusiasm with which you pursue the sport."

The citation for Squash - which scored an overall score of 22.5, ahead of Rowing with 22.0 - reads: "The preferred game of Wall Street has convenience on its side, as 30 minutes on the squash court provides an impressive cardio respiratory workout. Extended rallies and almost constant running builds muscular strength and endurance in the lower body, while lunges, twists and turns increase flexibility in the back and abdomen. "For people just getting into the game, it's almost too much to sustain, but once you get there, squash is tremendous," says Paul Assaiante, head coach of the five-time defending national intercollegiate champion men's squash team at Trinity College in Hartford, Conn. Assaiante recommends a regimen of yoga, sprinting and distance running for preparation. Be wary of groin pulls, torn Achilles tendons and your opponent's racquet."

The ten sports highlighted in the Forbes survey (in final rating order) were: Squash, Rowing, Rock Climbing, Swimming, Cross-Country Skiing, Basketball, Cycling, Running, Modern Pentathlon and Boxing.

The upbeat Forbes feature comes hard on the heels of a British attack on Squash by The Times of London. The feature by table tennis player Matthew Syed - plus a damning piece suggesting that Squash is a dangerous game - have been universally condemned by a number of leading figures in the sport including world No1 Peter Nicol, World Squash Federation CEO Ted Wallbuton, England Squash CEO Nick Rider, the Professional Squash Association Executive Director Gawain Briars, British Open promoters John Beddington and John Nimick, Dunlop International Marketing Manager Paul Walters, English coach Malcolm Willstrop and Squash Player magazine editor Ian McKenzie.

For full details of the Forbes feature:  
[http://www.forbes.com/lifestyle/2003/10/01/cx\\_ns\\_1001feat.html](http://www.forbes.com/lifestyle/2003/10/01/cx_ns_1001feat.html)



## Inside Story Headline

This story can fit 150-200 words.

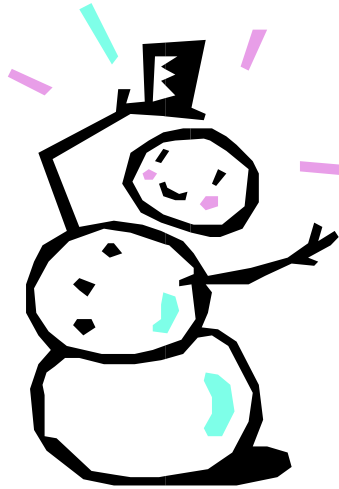
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site



and post it.

Caption describing picture or graphic.

## Inside Story Headline

**“To catch the reader’s attention, place an interesting sentence or quote from the story here.”**

## Inside Story Headline



Caption describing picture or graphic.

## Confederation College Fitness Centre

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com



Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the readers attention. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.