

PRESS RELEASE

Exercise *YOUR WAY* to good health – with GO3!

With the New Year upon us the majority of people will be trying to get rid of those Christmas pounds, weather that's through exercise, diets or an array of 'trendy' weight loss routines.

However shouldn't we all be thinking more about the bigger picture? Not just the quick fixes but improving our health and wellbeing for the long haul! Loosing weight is just one of the benefits of an improved, healthier lifestyle. The others reach far beyond those we can see with the eye. The facts are proven and are clear, exercise and a healthy diet can improve, amongst other things, your heart, lungs, muscles and other major organs ability to function, massively reduce the risk of a range of diseases such as diabetes and strokes, plus you will feel less stress, sleep better and be full of energy. Further more your life expectancy is hugely increased – now tell me – do you want to live longer? Do you want more time? Of course!

So why are we not all exercising and eating better? Why aren't we all adopting an exercise routine and healthier diet for the long term and thinking bigger and better than just wanting to lose those Christmas pounds!

2008 sees the introduction of GO3, a new initiative to help people do this. GO3 is for the whole Trafford community and focuses on helping people understand the benefits of an active lifestyle and providing more opportunities to get involved in exercise.

The principle behind the GO3 scheme is for the whole of Trafford to think and do exercise for at least 30 minutes for a minimum 3 times a week – if we can achieve this – everyone will live longer with a better quality of life!! So come on what are you waiting for?

The GO3 scheme is well aware of the reasons why we don't all exercise – but the initiative aims to overcome these barriers by offering a wide variety of exercise options that range from organised walks to using the gym. Remember exercise doesn't have to be painful or embarrassing, start walking more, get your bike out of the shed or pop down to your local leisure centre for a swim or see how you can get started in the gym – and remember aim for 30 minutes 3 times a week – its not much to ask!

Happy New Year

For further details on the scheme drop us an email at info@traffordleisure.co.uk

END

If you want to source me as the author then contact me for further details

For more information and further correspondence please contact

Simon Blair

Marketing Manager

Simon.blair@traffordleisure.co.uk

www.traffordleisure.co.uk

images and logos will follow