

Curves Owner in UK Wins Prestigious Industry Award



(Photo, from left: Niki Keene, International Wellness Director, Curves International; Annie Redelinghuys, owner of Curves, Gravesend, UK)

Curves International is pleased to congratulate club owner Annie Redelinghuys, winner of the prestigious Future of Flame Award 2010. The annual Flame Awards, established by the Fitness Industry Association, recognizes individuals who have shown remarkable dedication and commitment to the fitness industry.

The winners were announced at the Ball of Fire ceremony on Wednesday, July 14, at Cheltenham Racecourse. Curves clubs also placed as finalists in the "Health Club Operator of the Year" category.

In 2008, Annie approached her local Kent County Council with a proposal to support a group of women from ethnic and minority groups by allowing them to exercise at Curves for a prescribed period of time, as well as giving them advice about nutrition and healthy eating.

While program participants lost weight and inches as predicted, there was another positive finding that had not been initially identified as an expected outcome. The social inclusion that these women found at Curves had a powerful impact on many of them and equipped them to better access other activities in their area. That, combined with the improvements in their physical health, helped lift depression and decrease feelings of social isolation.

Niki Keene, International Wellness Director for Curves, said, "Annie's innovation and determination has made a significant difference to the health and fitness of women in her local area, including a particular group of women who otherwise would not have access to any fitness facilities."

Curves has been established in the UK for over five years and is designed for women of all fitness levels, offering them a unique 30-minute express workout in a non-intimidating environment. Curves also offers its members a university-researched weight management plan designed to raise metabolism and maintain weight loss in the long term.

Curves has more than 240 clubs across the UK and officially joined the Fitness Industry Association in 2009.