



Curves Gravesend wins Future of Flame Award 2010

Annie Redelinghuys, the Franchise Owner of Curves Gravesend, has just been announced as the winner of the Future of Flame Award 2010. The annual Flame Awards, established by the Fitness Industry Association, were set up to recognise individuals who have shown a remarkable dedication and commitment to the fitness industry. The winners were announced at the Ball of Fire ceremony on Wednesday 14th July at Cheltenham Racecourse. Curves were also 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. Niki Keene, International Wellness Director for Curves comments: *'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 has over 240 clubs across the UK and in 2009 Curves in the UK officially joined the Fitness Industry Association. Curves also offers its members a 30 day weight management plan designed to raise the metabolism and maintain weight loss in the long term.

