



moreactive4life

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**Curves Leads the way for the second year running in getting More Women, More Active, More Often**

Curves has led the way for the second year running as part of a Government campaign to increase the public's awareness of the benefits of regular physical activity and leading an active lifestyle.

In July and August 2010 all Curves FIA member clubs in the UK took part in MoreActive4Life: a national initiative run by the Fitness Industry Association (FIA) as part of the Department of Health's Change4Life social-marketing campaign.

In 2009 Curves was a MoreActive4Life FIA success story with total of 3,000 women linked with their local Curves for the campaign. The results were impressive with an average conversion to membership of a massive 62%. Some individual sites did even better with the highest percentages being 91% - Dave Stalker CEO of the Fitness Industry associated, said "Curves had absolutely fantastic results, and was a leading example in the Fitness Industry".

Could Curves do better in 2010? You bet. Curves offered women to come and try Curves for 6 weeks, women were encouraged to complete 3 workouts a week and those who met this were further rewarded by joining Curves for FREE.

In 2010 more than DOUBLE the number have taken part in England, over 6,000 women took part in the MoreActive4Life campaign and took the first steps in getting active and healthier – while this is a great result it gets better because all 240+ Curves clubs in the UK, not just England took part resulting in nearly 15,000 women taking part in around 135,000 hours of exercise!

Inactivity and obesity-related illness cost the UK economy nearly £16 billion last year, and is likely to cost £50 billion by 2050. Becoming more active (the Government recommends 30 minutes of moderate exercise five times per week) would significantly decrease early mortality rates in the UK and save tax payers billions.

Curves is an official partner in the Change4Life campaign supporting women and are Global health and fitness leaders in getting more women to eat well, move more, and live longer.

~ Ends ~

Words: 332

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