

Curves

The power to amaze yourself.™

“I lost 5 stone, changed my career and have a new lease of life”

Curves announces the finalists of their Curvette of the Year 2011 competition

Ima now



Curves, the UK's leading fitness and weight loss centre for women has announced the results of its Curvette of the Year 2011 competition.

Ima Joseph, 47, from Jersey came third in the Curves nationwide competition to find its most inspirational weight loss story. Beating hundreds of other hopefuls in becoming a Curvette finalist, Ima took part in a glamorous photo shoot as well as winning a shopping spree at Next.

Before joining Curves, Ima was suffering from terrible knee pain and was scheduled to have keyhole surgery. She felt incredibly down about her body shape and her persistent knee pain made it difficult for her to

exercise. Feeling lethargic and generally unhappy, Ima decided to join Curves after a recommendation from her physiotherapist.

Ima before



She started doing the Curves circuit three times a week in her local club and soon began to notice a big difference. Due to the hydraulic machines, she began to gain strength in her muscles without putting pressure on her joints and changed her life. She no longer needs surgery, her joints have ceased giving her any problems and she has just started her own business – a wonderful coffee shop in Jersey.

On being a finalist in the competition Ima says: “I was overjoyed with how the exercise improved my mood and changed my body. I’m more positive, energised and feel like a new woman. I love wearing figure-hugging clothes which show off my size 8 figure! Due to my new found confidence, I decided to start a new career path and opened my own cafe, which is going from strength to strength.”

Commenting on the results and Ima’s story, Curves UK spokesperson Gill Brady says: “Ima has done incredibly well in reaching the final stage of the Curvette of the Year 2011 and we are really pleased for her. Her story really embodies what the Curves woman is all about - with determination and support, it really is possible to reach your health, weight loss and fitness goals and turn your life around.”

The competition was open to any Curves member who regularly attended their local Curves club and resulted in seven regional finalists who each went through a rigorous judging process with a panel that included actress and TV presenter Claire Sweeney.

Burning up to 500 calories in a session, the Curves 30 minute circuit is a proven program of strength training, cardio and stretching suitable for women of all ages and fitness levels.

* Please see www.curves.co.uk for more details.

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Notes to editors:

About Curves:

Curves is the largest women-only fitness and health club franchise in the world dedicated to providing affordable, one-stop exercise, weight management and nutritional solutions for women. Founded by Gary and Diane Heavin in 1992 Curves now has locations in more than 80 countries, millions of members and over 220 clubs in the UK alone. It is the only provider of a highly researched complete solution for women wanting to address both their fitness and weight. Curves works every major muscle group with a complete 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance.

Enhancing the Curves workout is Curves Smart™, a revolutionary electronic personal training system that gives you moment by moment feedback during your workout. Curves Smart is available in selected Curves clubs across the UK.

With its scientifically proven exercise and diet programs, Curves is the only “one-stop shop” where women can lose weight, gain muscle strength and aerobic capacity, and raise metabolism for good.

Many clubs now also offer new Curves® Circuit with Zumba Fitness®, the only 30-minute class that mixes the moves of Zumba® with the proven strength of training of Curves for a wildly effective workout. For more information, please visit: www.curves.co.uk.