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PRESS RELEASE

**RENFREWSHIRE/HOUSTON LADY CROWNED SCOTTISH CURVETTE OF THE YEAR
BY WOMEN'S ONLY GYM, CURVES**

Curves, the UK's leading fitness and weight loss centre for women, has crowned Renfrewshire woman Kerry Roberts (39) as the Scottish Curvette of the Year 2011.

Kerry, who lives in Houston, won the title after dropping from a size 20 to a slim-line size 10 in the space of a year, in the competition to find the most inspirational weight loss story.

Beating hundreds of other hopefuls in becoming a Curvette finalist, Kerry took part in a glamorous photo shoot as well as winning a shopping spree at Next.

The stunning mum who will celebrate her 40th birthday in November attends Curves in Paisley. She was spurred on to change her life – and drop 5 dress sizes – after having to buy size 20, black, baggy clothes for Christmas parties and seeing unflattering photographs of herself. Kerry had initially gained the weight after a series of traumatic events in her life.

On winning the prestigious accolade, Kerry said: "I'm absolutely over the moon to be recognised for my weight loss. Curves has changed my life dramatically and I cannot rave enough about the clubs.

"My friend initially encouraged me to join the club to help me lose some weight and I can't believe how good the results have been.

"I never thought in a million years that joining Curves would make me feel so good and have such an impact on my life and those around me. I am so pleased with my weight and inch loss that sometimes I have to pinch myself. I only wanted to join a gym but Curves is so much more than that and has improved my whole outlook on life."

Kerry is one of the millions of women worldwide who have been helped by Curves - many of them are going to the gym for the first time in their lives.

Siobhan Gallagher, manager at Curves in Paisley, said: "This is a fantastic achievement for Kerry and we are very proud that Curves has helped her to improve her overall quality of life in so many ways.

"She was selected from hundreds of Curves members across Scotland and is a real example to those who want to make positive changes to their lifestyles.

Commenting on the results and Kerry's story, Curves UK spokesperson Gill Brady, said:

"Kerry has done phenomenally well to win the Scottish Curvette of the Year 2011 title and we are thrilled 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 across the UK who regularly attended their local Curves club and resulted in seven UK finalists who each went through a rigorous judging process with a panel that included actress and TV presenter Claire Sweeney.

Kerry was awarded the title of Scottish Curvette of the Year 2011 and joint first runner up in the UK wide Curvette competition, only being pipped to the post by Becky Rush from Chepstow.

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.

Curves is not a conventional gym, it is designed specifically for women to target all those well documented problem areas and its friendly, women-only atmosphere makes going to the gym feel less intimidating.

For more information on Curves please visit www.curves.co.uk

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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

Issued by The BIG Partnership on behalf of Curves

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↑ Kerry Roberts before



↑ Kerry Roberts After