



The power to amaze yourself.™

“I dropped 8 dress sizes, tackled my depression and feel on top of the world”

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

Sarah Jane 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.

Sarah Jane Barron, 37, from Birmingham has been awarded second runner up prize in the Curves nationwide competition to find its most inspirational weight loss story. Beating hundreds of other hopefuls in becoming a Curvette finalist, Sarah Jane took part in a glamorous photoshoot as well as winning a shopping spree at Next.

Sarah Jane Before

At over 14 and a half stone, Sarah Jane was taunted about her size and after a series of muggings and car-jackings, became scared of her own shadow. Sinking into a deep depression, Sarah continued to gain more weight and reached an all time low when she was unable to fit into a chair in a restaurant on her husband's birthday. Embarrassed, and determined to get fit and lose weight, Sarah joined her local Curves and hasn't looked back since. Taking part in the Curves 30 minute circuit three times a week, Sarah soon began to notice a big difference and has now lost almost 6 stone; her health has dramatically improved and she's never felt more confident."



Sarah can now wear the clothes she has admired from afar, is so much happier and credits Curves with changing her life for the better.

On being a finalist in the competition Sarah 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'm no longer scared to go out on my own, or embarrassed to be seen out!"

Commenting on the results and Sarah Jane's story, Curves UK spokesperson Gill Brady says: "Sarah 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