

Curves

The power to amaze yourself.™

“I lost 5 stone, found love and won the holiday of a lifetime”

Curves announces the winner of the Curvette of the Year 2011 competition

Becky now



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

Becky Rush, 31, from Chepstow has been crowned the lucky winner of the Curves nationwide competition to find its most inspirational weight loss story. Beating hundreds of other hopefuls to become the Curves Curvette of the Year, Becky has won a 5* all-inclusive luxury holiday to Cuba for two courtesy of Icelolly.com as well as a £250 shopping spree at Next.



Becky before

Determined to lose weight after realising she had to tackle her stressful lifestyle, Becky started to exercise regularly at her local Curves club. Working as well as studying for a post-graduate degree, meant her dietary habits had taken a back seat and she had started to pile on the pounds. After her sister was involved in a serious accident Becky's eating began to spiral out of control and at 16 stone she was close to becoming obese.

On winning the competition Becky says: “I'm so delighted to be crowned Curvette of the Year and the prizes are amazing! I have plump, ever since I can remember, but when I started studying my weight escalated. My mum and sister have always been slim and I'd always accepted being the fat one. When I reached a size 24, I knew I had to do something. I tried yoga and aerobics but didn't lose any weight, and then a friend recommended Curves. I found everyone so friendly and the 30 minute circuit work-out really suited my lifestyle. After a few sessions, I started to follow their weight management plan and within a few months I had lost 5 stone! My life has completely changed for the better now – I've met the man of my dreams and I'm taking him on my luxury holiday!”

Commenting on the results and Becky's story, Curves UK spokesperson Gill Brady says: “Becky has done phenomenally well to win Curvette of the Year 2011 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 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.

For more information please contact Jane or Sam at Entice Communications

Tel: 020 8959 3656

Jane.s@enticecommunications.com / Sam.f@enticecommunications.com

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.