

Fitness Boot Camps Canada Franchises to Expand all through Canada!

Alberta's most popular fitness boot camp program plans on opening 20 new franchises in 2009.

CALGARY ALBERTA, CA—Feb 2nd 2009 2009-FITNESS BOOT CAMPS CANADA Franchise Corporation, a national operator of distinctive fitness, cardiovascular, core, balance, motivational coaching and nutrition training program announced today the kick off of it's Canada wide marketing campaign to attract franchises from all provinces in Canada. We are going to "KICK BUTT" in 2009 says Allan H Fine franchising director for the program. The Southern Alberta Franchise Corporation continues its fast-paced expansion.

"Continued new unit success in the last quarter of 2008 can be attributed in large part to the aggressive expansion of its customer base and leadership of the company. Since launching franchise sales in the late fall of 2008, Fine has expanded the original company-owned program into a 9-location fitness business through extensive franchising and a solid business model.

Each location offers 1 or more 1 hour programs, fitness, cardiovascular, core, balance, motivational coaching and nutrition training classes a week. Today's FITNESS BOOT CAMPS CANADA brand has grown to include numerous class formats, Bridal Party Boot camp, Bikini Body Boot Camp, The Biggest Winner Contest and Teen Power Hour for 11-17 year olds, All programs can accommodate amateur and professional athletes and people in the mainstream who are dedicated to leading fit and healthy lives.

"We have always been operating in a highly competitive fitness industry, but our 4 years of continued success seems to demonstrate that we have created a fitness program that delivers results and that truly helps people have fun while achieving their goals," Fine said. "In addition to regularly updating the class regimen, we are also continuously finding new ways to refresh the program to meet our members' needs. In the past 4 years we've expanded our line of fitness programs, incorporated fun, new twists into the franchisee training sessions, and continued to train instructors to provide cutting edge fitness, cardiovascular, core, balance, motivational coaching and nutrition training programs. I think we have proven that we are able keep people motivated and maintain our position as the #1 Boot camp franchise company in the country. I'm looking forward to celebrating the next several years with similar growth."

The Fitness Boot Camps Canada brand currently dominates when you compare our boot camp program to other boot camp programs that exist in every major market. Most are fragmented programs operated by fitness trainers with little or no business experience. When we enter a new market, Fitness Boot Camps Canada launches radio and television ads and print advertising that allows the Company to dominate that market within months of opening a new location," said Fine.

"We are excited to bring Fitness Boot Camps Canada to Canada. We know people here are going to get caught up in the excitement surrounding the Fitness Boot Camps Canada fitness program." said Allan Fine added, "I know that the women and men are going to love

this workout; there is just nothing like it in Canada!"

About Fitness Boot Camps Canada Franchise Corporation

Fitness Boot Camps Canada Franchise Corporation, a membership physical fitness company consisting of distinctive fitness, cardiovascular, core, balance, motivational coaching and nutrition training program, offers a turn-key franchise with the franchisee and staff receiving full training and ongoing support. The Company provides membership sales and marketing as part of the franchise in addition to recruiting fitness trainers/ instructors for its franchisees. The vast majority of our members are women and men who are just interested in a strength training and cardio workout and enjoying the benefits of our fitness training program.

<http://www.fitnessbootcampscanada.com/>