



# WOMEN of HEALTH CHALLENGE 2014

GET IN SHAPE WITH SA'S FAVOURITE



## 'Trimout' from February to November with 259 days of free training sessions

There is no denying that a fitness program is one of the best things you can do for your health. Physical activity helps to reduce your risk of chronic disease, improve your balance and coordination, help you lose weight, and even improve your self-esteem and sleeping habits. Yet whether you are a fitness fanatic or just getting started, adapting to **a healthier lifestyle is always made easier with a little help**. And from the 1<sup>st</sup> of February until the 30<sup>th</sup> of November 2014 that's exactly what thousands of South African women will receive from **Crosse & Blackwell Trim with their FREE 'Trimout' sessions**.

Crosse & Blackwell Trim have enlisted the expertise of **health and fitness guru Lisa Raleigh** and her professional SUNfit crew to help average South Africans meet their wellness goals and get trim by providing **259 days of free training sessions**. Hosted concurrently at Monte Casino in Johannesburg, Suncoast Casino in Durban and the Culinan Hotel in Cape Town from Monday to Saturday every week, participants will be able to enjoy invigorating free **outdoor** sessions ranging from conventional cardio during kickboxing, to body sculpting core-fit, to serene yoga, hip-shaking Zumba and militaristic boot camp.

"For most women achieving our wellness goals is not an easy task. It requires motivation and dedication from not only a fitness but a nutrition perspective too," remarks Edna Maphita, Category Marketing Manager of Condiments at Tiger Brands. "The Trim Women of Health Challenge is a holistic fitness programme targeted at women who want to improve their overall health and fitness levels. This is **the first time in South Africa** that a free programme that incorporates exercise, eating plans as well as workouts will be offered to help participants achieve their set goals. As a brand Crosse & Blackwell Trim is all about wellness and lifestyle choices, and what could be more extraordinary than offering our consumers just that for free?"

The specially envisioned '*Trimout*' exercises by Lisa Raleigh work in conjunction with the brand's '**Trimmeals' recipes**, to provide participants with a complete wellness programme. Women are encouraged to register online at [www.crosseandblackwell.co.za](http://www.crosseandblackwell.co.za) to set and track their goals and progress, and even receive additional electronic '*Trimout*' workout sessions from Raleigh. And if looking and feeling great wasn't enough motivation, the brand will be identifying the ultimate Trim Women of Health Challenge winner at the end of November who will win R50 000 in cash for achieving their goals.

"Variety is the spice of life, especially when it comes to your workout and wellness routine," comments Lisa Raleigh. "Cross training, which incorporates different activities not only keeps exercise boredom at bay, but reduces your chances of injuring or overusing one specific muscle or joint. The '*Trimout*' sessions are designed for everyone. So whatever fitness level you're at, register today and join us so we can help you get trim and reach your goals. All the necessary equipment for the free sessions is provided, so participants only need to bring an exercise towel, bottle of water and a whole lot of energy."

**FREE TO EVERYONE**  
**SO NO EXCUSES!**



**Trim**  
*Brings You*  
**SUNFIT**  
**JHB • DBN • CT**



MONDAY	KICKBOXING	17:30 – 18:30
TUESDAY	ZUMBA	17:30 – 18:30
WEDNESDAY	BOOTCAMP	17:30 – 18:30
THURSDAY	YOGA	17:30 – 18:30
FRIDAY	CORE-FIT	17:30 – 18:30
SATURDAY	ZUMBA	08:00 – 09:00

**JHB • MONTECASINO    DBN • SUNCOAST CASINO    CT • CULLINAN HOTEL**

[www.crosseandblackwell.co.za](http://www.crosseandblackwell.co.za)  
and get in shape with SA's favourite.

