



Your Fitness Equipment Experts.

## Fitness Town Fact Sheet

### Fitness Town

- One of the leading fitness equipment providers in Western Canada
- Specializes in supplying the home and commercial markets with mid- to high-end quality fitness equipment and accessories; provides exceptional service and expertise
- Has eight retail locations including Burnaby, Langley, South Vancouver, Kitsilano, Surrey, North Vancouver, Port Coquitlam and Edmonton
- Quality fitness products available include:
  - Arc trainers, elliptical, exercise bikes, spin bikes, recumbent cycles, fitness accessories, functional trainers, home gyms, PowerPlate, in-home personal training, martial arts and boxing, online meal planning, DVD in-home fitness programs such as P90X and Insanity, rowing machines, sport conditioning products, travel rollers, supplements, steppers, strength equipment, treadmills, TRX
- Has a dedicated “Fit Fund” for community and sponsorship initiatives throughout the year
- For more information visit: [www.fitnessstown.ca](http://www.fitnessstown.ca)
- Connect with Fitness Town on Facebook at: [www.facebook.com/fitnessstown.ca](https://www.facebook.com/fitnessstown.ca)
- Follow Fitness Town on Twitter at: [www.twitter.com/fitnessstown](https://www.twitter.com/fitnessstown)

### Fitness Town Mind States

Fitness Town’s six unique “mind states” will help customers and its experts determine where they are in terms of their fitness habits, motivations and physical and emotional needs and challenges. The mind states include:

- **The defeated:** avoid all exercise, have given up, feel hopeless, no idea how to get started, may quickly become a Health concerned
- **Health concerned:** motivated to get active only through medical issues and health fears, need fitness direction
- **Backburners:** don’t prioritize exercise, use time as an excuse, can be in denial, don’t find it fun, need fitness direction
- **Yo-Yo’s:** sporadic exercise, find it very hard to stick to a routine, get bored easily, fear of failure, frustrated with lack of results
- **Actives:** workout 4-6 times a week, enjoy exercise, love the challenge, lifestyle choice, exercise feels great
- **Competitors:** everyday workouts or more, addicted to exercise, competitive, need for recognition, driven and goal oriented recreationally or competitively