

Ready for a guilt-free Christmas?

63% of 'active' Vancouverites concerned about over-indulging (but will do so anyway)

Vancouver, B.C. – (December 18, 2012) - Like the majority of the world, Metro Vancouverites are gearing up to sit down for a calorific feast on December 25. But we're already beginning to feel guilty about our upcoming indulgences, apparently. New research reveals that 63% of us feel guilty about eating too much during the holidays and 34% of Metro Vancouverites aren't able to fully enjoy holiday food because they are conscious of their weight. Nevertheless, a huge 71% predicts they will over-indulge on food during the holidays regardless.

The latest research, commissioned by [Fitness Town](#), Western Canada's leading fitness equipment supplier, polled 900 adults from the Lower Mainland. The online survey also revealed that nearly half of Metro Vancouverites (43%) see themselves as "active" as exercise plays an important role in their life's – explaining why Holiday indulgence generates a strong sense of guilt.

"People see the holidays as a green card to let loose then deal with their fitness woes in January," says Dai Manuel, Chief Operating Officer, Fitness Town. "If we do this, we're bound to feel bad over the holiday period. But if you incorporate simple activities into your lifestyle before the festivities start, it'll help balance out the guilty pleasures. It's not rocket science but it does require some planning and will power."

Top tips to ensure you enjoy a guilt-free Christmas

From Dai Manuel:

- **Resolve not to set resolutions!** Less than 7% of Vancouverites kept a fitness-focused New Year's resolution last year. Resolutions are there to be broken which can leave you feeling demotivated and frustrated early in the New Year. So don't set them! Focus on changing your lifestyle gradually instead.
- **Start today.** Why put it off? Don't put yourself through a mad panic and rush to the gym on Jan 1. If you set yourself some short, simple workouts before and during the festive season, you'll feel better and balanced afterwards.
- **Be realistic.** What do you enjoy doing most? Is it walking the dog, using weights or a functional trainer at home? Set yourself realistic goals, stick to them and slowly raise the intensity of your activity sessions. Instead of setting your goal to lose weight which can be tough at this time of year, why not just try and maintain it? That's more realistic and encouraging when achieved.
- **Get into the right mind state.** Make smart choices about what you're eating, drinking and how you're exercising. Make sure you own those decisions and be preventative, not reactive.
- **Be accountable.** Whether you choose to train with someone or start a fitness plan that you post on your fridge so you're reminded of it every day, make sure you're accountable for what you're doing. You're more likely to stick to the schedule that way.

For more information: www.fitnessstown.ca

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