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New Balance Brookfield Store Challenges Community to Get “InMotion” With Wellness Program

Brookfield, Wis. – With recent statistics citing that 28 percent of adults in Wisconsin are obese, New Balance of Brookfield will be kicking off a new initiative to help get local residents moving on Saturday, September 11, at 8:30 a.m.

The eight-week “InMotion” wellness program will meet on Saturdays at the New Balance Brookfield store in the Plaza at 17155 W. Bluemound Road. Each week, different fitness and nutrition experts will provide participants with tips for a healthier lifestyle and outlook on life. The goal of the program is to offer a holistic way to get your mind, body and soul in top shape.

Fitness expert and celebrity trainer Holly Perkins designed the “InMotion” program for New Balance to encourage participants to find time to explore a variety of fitness activities while creating an easy to follow schedule. She incorporates walking, cross-training and core workouts to highlight the importance of each individual finding their own personal fitness balance.

According to Perkins, “I speak with walkers and runners everyday who wish to become better at their activity, but are unsure with exactly how to progress. This workout is a tool to help runners and walkers to safely and effectively become stronger and to enjoy their activity more, and will hopefully bring together the larger community of walkers.”

To support Perkins’ initiatives New Balance of Brookfield will utilize the expertise of Jeni Manago, a local personal trainer who holds a Bachelor of Science degree in Exercise Science from Carroll College. Manago will personally encourage and guide participants as they strive to meet personal and group goals.

The cost of the eight-week program is just \$25 and includes 8 weekly wellness meetings offering expert advice from doctors, nutritionists and fitness experts on Saturdays from September 11 through October 30 at 8:30 a.m.; a New Balance t-shirt; pedometer; and a 15 percent discount on regular priced New Balance footwear and apparel during the program. To register email info@nbmke.com or call 262-432-1400.

The “InMotion” program is a reflection of the New Balance Wellness initiative which crosses all categories including running, walking, training, outdoor, yoga and more. The holistic approach is meant to reframe the way people think and feel about exercise so they can embrace all that it can be: an indulgence for the mind, body and soul. The program goes beyond physical activity, to encourage participants to adopt a lifestyle that will foster increased personal awareness, energy, joy and sustainability. Leading more fulfilling lives individually will lead to more engaged, cohesive communities.

About New Balance Wellness

New Balance Wellness is reframing the way people feel about exercise so they can embrace all that it can be, an indulgence for the mind, body and soul. New Balance Wellness encompasses a multitude of activities, including running, walking, training, outdoor and more. It crosses all categories and activity levels. So no matter what activity or activity level, people will have what they need to engage their minds, bodies and souls for increased energy, awareness, joy and personal sustainability. Please visit www.newbalance.com for more information.

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