



BTS WEEKLY TIPS TO INCREASE GROUP FITNESS PARTICIPATION

Did You Know.....

Mirrored walls in gyms may be a turn-off for women?

Researchers at McMaster University in Hamilton Ontario found women who exercised in front of mirrors felt less energized, less relaxed and less positive than women who worked out without facing their reflections. The findings suggest the phenomenon isn't unique to women with poor body images. McMaster Kinesiology Professor, Kathleen Martin Ginis said, "Certainly if a woman leaves the gym feeling even worse than when she arrived, she will not be particularly motivated to continue exercising in the future".

BTS has helped over 1,400 clubs in the U.S. and Canada increase their group fitness participation. With over 30 years experience in all facets of club operations, the 70 person BTS team has specialized in group fitness since 1989.

TO ANSWER SPECIFIC QUESTIONS ABOUT YOUR CLUB, WE INVITE YOU TO:

1. Attend a free Business of BTS Seminar. For schedules, locations and registration visit www.bodytrainingsystems.com.
2. Call one of our **BTS Coaches** at **800-729-7837** Kristin x255, Lydia x278, Natalie x335

LET'S **MOVE!**