

Fitness Is Good Business!



“Today, more than 81% of American businesses with 50 or more employees have some form of health promotion program- the most popular being exercise”

Leveraging the power of fitness to gain a competitive advantage in human resources is a priority for the most successful organizations. By demonstrating a commitment to employee wellness, your most important assets will appreciate in value and return to you dividends through greater productivity, lower health care cost, fewer absences and less turnover.

As your company’s health and wellness partner, we will provide you with superb facilities and innovative programming designed to get you physically fit.

Studies Have Shown Exercise Will...

REDUCE HEALTH CARE CLAIMS

“A 1992 analysis of GE Aircraft indicated that medical claims submitted by the company’s fitness center members decreased by 27%, while claims made by nonmembers actually rose 17%.”

REDUCE ABSENTEEISM

The Mutual Benefit Life Insurance Company of Newark, New Jersey, showed that workers who exercise miss 40% fewer workdays than those who do not.

INCREASE PRODUCTIVITY AND JOB SATISFICATION

A study by the Saatchi & Saatchi advertising agency revealed that 63% of the employees enrolled in the company’s fitness program believed that it improved their productivity: 75% said that it boosted their morale.

RECRUIT AND RETAIN EMPLOYEES

In the first year, the annual employee-turnover rate for Canada Life Insurance Company of Toronto’s fitness program participants was 1.8%, compared to the company-wide average of 18%.

REDUCE STRESS

The workweek is expanding, competition is fierce and employees are stressed. In a recent poll, 78% of Americans describe their jobs as stressful. Exercise helps reduce stress.

JUSTIFY WITH POSITIVE RETURN ON INVESTMENT

Reported cost-benefit ratios for fitness and wellness programs across a variety of industries range from \$1.24 to as high as \$8.33 for every dollar spent.

FACILITIES DESIGNED FOR RESULTS

Our commitment extends far beyond providing world-class facility and equipment at an affordable price. We want our members to reach their goals and achieve optimal



health. Our mission is to provide outstanding service, programming and support from professionals who care about people regardless of their shape, size, or current physical abilities. Midtown Fitness Center's "Standards of Excellence" provides members and potential members alike the assurance that our clubs will always meet the most stringent requirements for quality and effectiveness by offering the most up-to-date, scientifically developed programs and innovations available today.

- Cardio Center
- Comprehensive Strength Training Equipment
- Free Customized Fitness Programming. (Ask-A-Trainer)
- One-on-One Personal Training
- Sport-Specific Training
- Group Fitness Classes featuring Yoga, Pilates, Group Cycling, Kickboxing, Cardio Sculpt, Core Strength and Step.
- Senior Classes
- Martial Arts and self defense programs



CONVENIENT LOCATION

Busy people need convenient access to their health club if they are to succeed at incorporating exercise into their daily routine. Few factors matter more. The Midtown Fitness Center offers the large array of equipment and programming conveniently located in Putnam.

PROGRAM MONITORING

Many insurance providers offer favorable rates to employees who implement health and wellness programs. Often, companies are required to demonstrate that employees are active in the program. Upon request, we will provide activity reports that show usage levels by employees enrolled in your company's program.

ASSESSMENT SERVICES

A fitness assessment is an important first step for any fitness program as a precaution and as a benchmark for comparing future strength and aerobic gains. Our professional fitness staff provides START SMART assessment services such as blood pressure screening, physiological measurement, heart rate threshold calculation and body composition testing.

HELPFUL AND PROFESSIONAL STAFF

Helping people achieve their goals and lead healthy lives is rewarding experience. It's why people choose careers in fitness. Our personal trainers bring more than their professional fitness certification and degrees to work each day, they bring their passion for helping people get fit.

CUSTOMIZED SERVICES

There are many ways Midtown Fitness Center can help a company achieve the goal of having happier, healthier and more productive employees. Beyond the standard health club membership program, we offer productive employees and a variety of programs and services. We can offer clinics at your business on safe back techniques and stretches for the workday.

There are programs that help build team spirit, foster leadership and problem solving skills, and promote communication and healthy lifestyle choices.

THE RIGHT PLAN

Launching and administering a health and wellness initiative with Midtown Fitness Center requires little effort on the part of your company. Even if you currently have an on-site fitness facility, or would like to develop one, we can integrate it with our facilities to maximize employee participation and your return on investment.

BENEFITS TO EMPLOYEES

In 1996, the U.S. Surgeon General's Report on Physical Activity and Health stated that a sedentary lifestyle is a dangerous risk factor for disease. The good news is that even moderate levels of physical activity will significantly reduce the risk of such chronic health problems as heart disease, diabetes and some cancers.

OTHER BENEFITS TO INDIVIDUALS ARE:

- Weight Reduction
- Reduced tension and feelings of stress
- Improved well-being
- Enhanced self-image and self-esteem
- Improved physical function

For More information email mike@midtown-fitness.com or call Mike at 860-928-9218. We offer your first week free to take us for a test drive.

Check out www.midtown-fitness.blogspot.com for workout tips.

We also have great martial arts program for children, teens and adults. Visit martialart-skills.com for a peek into our school.

“Midtown Fitness was one of the best investments I ever made in my employees”

Joe Carlone- CEO Linemaster Switch, Woodstock.

