



FOR IMMEDIATE RELEASE

Contact:
Anny Deirmenjian
Image Unlimited Communications©
W. 617.721.4624 C.617.851.9315
E. anny@imageunlimited-boston.com

Contact
JP Faiella
Image Unlimited Communications©
W. 617.721.4624 C. 617.504.7585
E. jfaiella@imageunlimited-boston.com

The Future of Fitness for Free

The Beacon Hill Athletic Clubs Introduce the Exclusive Koko Exercise System an All-In-One Personal Trainer for Free!

(Boston, MA) - At the **Beacon Hill Athletic Clubs**, you can now have your own personal trainer with the **Koko Smartrainer®** for **free**. If you don't mind the lack of human interaction – this machine functions as your very own personal trainer. The Koko **Smartrainer®** is a new exercise system for a quick and effective **30-minute total body workout**. With the Koko Smartrainer® exercise system you can build your own exercise program through ease, guidance and feedback.

The Koko Smartrainer® **offered only in the West Newton location** is a self-service workout that guides users from a choice of 70 plus workout programs for 8 weeks, 3 sessions per week for a total of 24-sessions. A Koko Key can be purchased for \$20 that customizes the 30-minute workout of your choice and stores all your information and progress. **Individualized work-outs** are customized for goals ranging from **Weight Loss, Sports Conditioning** and **Performance Golf** to **Beautiful Bride**. The touch-screen monitor guides and directs the user on how to do the exercises and with what weights for a more efficient and effective exercise experience. The Koko Key can then be used to track individual progress and for feedback at home through a custom webpage.

The Beacon Hill Athletic Club's West Newton location currently offers two Koko Smartrainers® for **free to all members** and as a **one-time trial for all non-members** who want to start a strength training routine but don't have the money or time for a personal trainer. The easy-to-use and interactive Koko Smartrainer® is perfect for every one of all levels. To sign up today please call the West Newton location 617.332.0008 located at 1089 Washington Street, West Newton, MA 02465.

###

About the BHAC:

The Beacon Hill Athletic Clubs are the premier Boston health clubs and total fitness centers in and around Boston. Locations include: Beacon Hill | North End/Waterfront | North Station | West Newton | Brookline Village | Brighton Center | Cleveland Circle | Wellesley. The BHAC's eight locations feature spacious group exercise and Spinning studios, steam rooms, and the Cardio Theatre audiovisual entertainment systems.

The health clubs are filled with state of the art cardiovascular equipment and include a vast variety of free weights and weight machines. Every location maintains a staff of certified personal trainers providing sessions run by the hour and discounts available when 10 sessions are purchased. Group exercise classes include: kickboxing, power yoga, spinning and Pilates. For More information please log on to: www.beaconhillathleticclubs.com.