

GOLDEN WORKOUT BRINGS ON THE SWEAT AND THE TEARS

Addie's Studio's Summer Fundraiser provides 55 minute personal training sessions for a \$100 donation to the MS Society: Proceeds to benefit the MS Society 3 Day Challenge Walk.

SAN DIEGO, CA--Jun. 01, 2007-- Addie's Studio, semi-private personal training studios with a friendly, non-intimidating environment, are currently hosting a "Golden Workout" fundraiser that hits close to home for its trainers, owners, and clients.

For the past 3 years, a team of Addie's Studio trainers, clients, and friends, train and complete the MS Society's 50 mile, 3 Day Challenge Walk that takes place annually in September. In order to help with the \$6,000 fundraising minimum to participate in the walk, each personal trainer at Addie's is donating 55 minute workouts in exchange for a \$100 donation to the MS Society.

"Working with MS clients is a rewarding experience, but it can also be difficult, for both the trainer as well as the client, due to the nature of the disease," said Davis Johnstone, a longstanding personal trainer at Addie's Studio. "I am proud at work at fitness studio that helps to improve the quality of life for those with MS at a very fundamental level."

This marks the third year that Addie's Studio has been an active participant and sponsor of the MS 3 Day Walk, but co-owner Tyler Merrill has been active with the San Diego MS Society chapter for 5 years. The relationship began when Merrill experienced the degenerative nature of the disease firsthand through a close client relationship. Merrill was the first non-MD to be elected to the Clinical Advisory Board, is a fitness speaker for the National Multiple Sclerosis Society, Pacific South Coast Chapter, and is an active current member of the Clinical Programs Committee serving all of Southern California. He is also a regular contributor to the local San Diego chapter's newsletter.

As part of the partnership, Merrill developed the MS FITT program, a series of targeted exercises and workout regimes specially designed for MS clients. Each personal trainer at Addie's is required to have successfully completed an in-house MS Fitness training program, and are required to supplement that knowledge with extended MS-Specific fitness workshops hosted by the MS Society. In addition, Addie's hosts a popular MS Yoga class on Sunday Mornings.

Through MS FITT, Addie's Studio has worked successfully with several hundreds afflicted with Multiple Sclerosis to increase mobility, balance, and strength. Client, Terry Dugan attests "Participating in the MS F.I.T.T. Program at Addie's has proven to me that function can be improved with a repetitive movement/strength building exercise program."

Those interested in purchasing a Golden Workout should contact the Pacific Beach studio at (858) 483-2711 or the UTC studio at (858) 677-9480.