

Addie's Studio **SIDELIGHTS**



Addie's Team Transformation Fitness Challenge!!

Do you need accountability, motivation, and fun all at the same time to either get you started on an exercise program, or to keep you on the right track? If you answered yes—then Addie's got the perfect challenge for you!

Addie's Studio is kicking off the first annual "Addie's Team Transformation Fitness Challenge" beginning October 4th and ending November 20th.

The purpose of the challenge is to create an atmosphere in which you can get into shape and lose some weight while motivating your teammates around you. An added bonus? At the end of the challenge, the team with the greatest percentage of relative body fat lost during the contest will win a total of \$1250! That's \$250 per member!

We're looking for (at least) 10 teams of 5 members. Teams can have a maximum of 2 members who are currently Addie's clients.

This challenge is perfect for friends, families or co-workers who want to get in better shape and want to motivate those around them to do the same.

Summer's almost over—it is a very easy time to become complacent and get back on the vicious cycle of putting on some extra weight, only to have to scramble come springtime to get it off again.

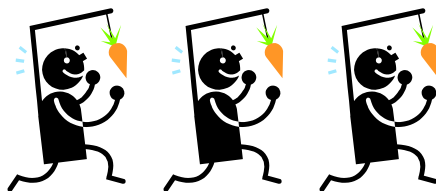
Let's break that cycle together. Join a team or form a team and keep your body moving even as the holidays are coming up.

Addie's is offering 3 Transformation Packages to choose from:

Gold—\$50 p/team member

Includes:

- Reserved spot on a team
- Eligibility for the \$1250 grand prize of \$1250
- 1 bootcamp class that all participants are recommended to go to on October 16th
- Addie will personally motivate you via group e-mails
- Free 30 minute nutrition consultation by nutritionist Tara Coleman (www.taracoleman.com)



Platinum—\$100 p/team member

Includes:

- Gold package +
- Free chiropractor exam and \$20 for adjustment by Dr. Mick ([858-270-2225](tel:858-270-2225) - [4432 Ingraham Street](http://4432IngrahamStreet.com))
- 10% off all personal training and all classes at Addie's
- 2 recipes per week via email
- 4 free outdoor group classes
- Q & A via email—Addie will answer your questions during the entire contest

All-Star Package (recommended)

\$229 p/ team member

Includes:

- Both Gold and Platinum packages +
- Free 30 minute massage by Wellness Massage by Bobbie ([619-246-1561](tel:619-246-1561) - [4434 Ingraham Street](http://4434IngrahamStreet.com))
- 1 fitness assessment & (6) 25 minute 1-on-1 personal training sessions at Addie's Studio (\$379 value!)
- 1 month unlimited classes (\$99 value!)

Again—the team that loses the greatest percentage of their relative body fat wins! There will be a party at the end of the challenge to announce the winner.

Need more incentive? Form a team before September 10th and receive \$25 off per team!

If you have any questions at all regarding the challenge, don't hesitate to call or drop by the studio. We look forward to working with you and your teammates as you lose weight, get in shape and possibly win some cold hard cash!

Speaking of Challenges...

Don't forget about our new 360 Fitness Fusion Classes and our Saturday morning Bootcamps!

360 Fitness Fusion is a fully body workout with medicine balls, bands, weights, foam rolls and more! They kicked off last month and are going strong. Our boot-camp classes incorporate full body training, ab work, heart rate training and tons of fun in the sun!

All classes are 50 minutes long and are held at Kate Sessions Park in Pacific Beach. Come join us at any of the following times to work out at your own pace among friends and under the supervision of one of our certified personal trainers.

Class Schedules:

Mondays: 630pm (360)
 Tuesdays: 630pm (360)
 Wednesdays: 630pm (360)
 Saturdays: 9am (Bootcamp)

Costs:

1 for \$20
 4 for \$59 (\$15 each)
 Unlimited \$99

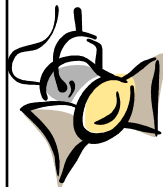
**Packages must be used within one months time*



Welcome to Addies!



Kate Levinson
 Mary Willmont
 Sheri Leiter
 Chris Collins
 Ray Yannaccone
 Christa Hennig
 Devon Czarzasty



Spotlight on Nikki Incandela



Addie's Studio wants to give a big thanks to Nikki Incandela Photography. Nikki has helped us re-vamp our flyers and headshots with her fabulous photography.

Nikki, originally from New York, relocated with her husband to San Diego 2 years ago. She now splits her time between San Diego and New York, but with clients worldwide, she travels often.

Specializing in child photography, Nikki embraces all stages of life; from maternity to family. Additionally, she photographs pets, small events, and does incredible headshots (check out Lanae in the next article!)

Nikki studied at the International Center of Photography in New York City. For more information regarding Nikki and her photography check out her website:

www.Nikkiincandela.com



Introducing Lanae Felice!

Many of you have already met Lanae or been trained by her! Originally from Kirtland, OH, Lanae came to San Diego in 2005. She holds a certification from the National Strength and Condition Association (NSCA) as well as a certification in Exercise Science from UCSD-(ACE). Lanae's burning desire is to coach people to improve their lifestyles with nutrition and fitness. If you haven't yet met Lanae, introduce yourself. Welcome to the Addie's Team Lanae!

Happy Birthday!



David Conde
 Susan Lowary
 Rick Johnson
 Sara Langer
 Noemi Ovando
 Dan Racihle
 Kathy Parrish
 Rachael Lane
 Nate Conlin
 Dawn Parks
 Helen Stahl
 Stacey Clark
 Colette Steele
 Kara Dodds
 Paul Tyrell
 Heidi Caccamire
 Jen Taylor
 Marty Eliopulos

September 1st
 September 5th
 September 10th
 September 11th
 September 16th
 September 19th
 September 23rd
 September 26th
 September 30th
 October 2nd
 October 4th
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