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Crunch For A Cause - Women Aim To Raise 1 Million Dollars For Children's Research Hospital

Women are strengthening their stomachs in an effort to help children in need. The goal is to raise 1 million dollars for St. Jude Children's Research Hospital.

The work will be completed in 3 months -- just in time for the tourist season. Ready to look great in 08? Why not try toning your tummy to benefit tykes at St. Jude children's research hospital? News 13's Courtney Ward joins us live this morning.

Courtney, how can women get in on the free fitness action and crunch for a cause? Nation-wide through Lady of America... Ladies Workout Express... and Workout Express gyms... women are strengthening their stomachs in an effort to help children in need. The goal...to raise 1 million dollars for St. Jude children's research hospital.

Women across the country are molding their mid-sections. The ab crunch challenge is something that Ladies Workout Express, Lady of America, and Workout Express are doing nation-wide. We're trying to raise 1 million dollars for St. Jude's research center.

Ladies are building up their endurance and strength through tummy training classes...as we're starting it out we're just starting with 15 minutes worth of crunches of different styles. All in preparation for the actual ab crunch challenge on March 29th...where the challenge is having to do an hour's worth of crunches...but relax...you can take breaks when you need to.

It's good for you. Good for your abs. Good for the kids of St. Jude and I would love for everybody to come out and join us and raise money for them. Tomorrow when you can't move...you're going to say "I did it for the kids." Now although you didn't see me taking that particular class, I am participating in the challenge and the ab training sessions are only open to us women...both gym members and the general public. They will increase in intensity throughout the 10 weeks. During this time women are supposed to solicit sponsorships to help meet the 1 million dollar goal. But on March 29th...men and teens can also participate in the ab crunch challenge...which will be held at Lady of America and Ladies Workout Express locations nation-wide. For a list of training days and times call Ladies Workout Express at 828-298-4667.