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**March 27, 2008**

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## **Women in Palm Beach Gardens "Crunch" for a Cause**

Instead of the standard New Year's resolution exercise plan, Lady of America and St. Jude Children's Research Hospital asked women to choose a fitness program that would benefit their waistline and helped others in need. For the past 10 weeks, participants in Palm Beach Gardens have attended weekly abdominal training classes at the Lady of America on Northlake Boulevard, to build up their strength and endurance for the "Ab Crunch Challenge," held on Saturday, March 29 at more than 200 participating Lady of America, Ladies Workout Express and Workout Express locations nationwide.

During the Challenge, participants will perform as many crunches as they can for one-hour straight, to raise awareness about the importance of core physical strength and raise money for St. Jude. They also hope to make history by creating a new Guinness World Record for the most abdominal crunches performed in one hour by a group.

"St. Jude is an incredible hospital where doctors and researchers are committed to saving the lives of children with cancer and other deadly diseases," explains Gerry Weber, LOAFC's president and chief executive officer. "Lady of America Franchise Corporation is proud to support the work of St. Jude through an event that will simultaneously raise needed money for the hospital and the fitness level of the participants."

"We are grateful to Lady of America Fitness Centers and its members for their support of St. Jude Children's Research Hospital," said John P. Moses, chief executive officer of ALSAC, the fundraising organization of St. Jude. "Those participating in this unique event do so because they care about our patients and their families, who find the strength every day to battle cancer and other catastrophic illnesses. The money donated from this fitness challenge will help the hospital continue its life-saving work of finding cures and saving children, and ensure that no child is ever turned away because of a family's inability to pay."

The Ab Crunch Challenge was first organized in 2006 as a small philanthropic event by Ladies Workout Express franchisee Tony Parziale of New Jersey. Nicknamed "Captain Crunch," Mr. Parziale has earned two Guinness Book of World Record titles for performing more than 4,000 sit-ups within a one hour time limit.

For more information about the Ab Crunch Challenge, or to make a donation to the cause, please visit [www.abcrunchchallenge.org](http://www.abcrunchchallenge.org). All proceeds go to St. Jude Children's Research Hospital. For information about Lady of America, please visit [www.ladyofamerica.com](http://www.ladyofamerica.com).



*Crunchettes train for the Ab Crunch Challenge, held this Saturday, where they will crunch for one-hour straight.*