

## **FOR IMMEDIATE RELEASE**

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## **Crunching for the Cure**

### **Lady of America's *Ab Crunch Challenge* to Benefit St. Jude**

**Goal: \$1 million**

**FORT LAUDERDALE, FL – (Feb. 1, 2009)** The national *Ab Crunch Challenge*<sup>™</sup>, a fitness challenge that last year raised over \$200,000 for St. Jude Children's Research Hospital<sup>®</sup>, will be held for the second year in a row on Saturday, March 28<sup>th</sup>, 2009. Once again, St. Jude and Lady of America Fitness will challenge women across the country to participate in a free 6-week training program at local Lady of America, Ladies Workout Express or Workout Express locations, beginning in February 2009 to prepare for the *Ab Crunch Challenge*<sup>™</sup>. Each crunch has the potential to raise much-needed funds for St. Jude Children's Research Hospital, one of the world's premier cancer centers. The goal of this year's challenge is to double the amount raised last year to \$500,000.

Tony Parziale, a Lady of America Franchisee, created the *Ab Crunch Challenge* as a small philanthropic event for members at Ladies Workout Express in Hamilton and Lawrenceville, N. J. The event expanded nationally and on March 28, 2009 will be held at more than 200 Lady of America, Ladies Workout Express and Workout Express locations around the country. "I'm extremely proud to lead this national campaign to benefit a very worthy cause while educating women on the importance of strengthening their core as a first step to greater fitness," added Parziale.

"I can't say enough about St. Jude Children's Research Hospital. Being one of the top fundraisers of the *Ab Crunch Challenge* in 2008, I had the opportunity to visit this remarkable facility. Not only is it child-friendly and family supportive, it is scientifically cutting-edge," said Patty Sanchioni, a Lady of America fitness member in Barre, VT.

"The *Ab Crunch Challenge* is a wonderfully unique way to support the lifesaving work of St. Jude Children's Research Hospital," said David L. McKee, chief operating officer and interim CEO of ALSAC, the fundraising organization of St. Jude. "Those participating in this fitness challenge will inspire hope in our patients and will help fund the groundbreaking research and treatment that benefits children in communities everywhere."

Members and non-members are invited to participate in a free six-week training program at local Lady of America, Ladies Workout Express or Workout Express locations beginning in February to prepare for the *Ab Crunch Challenge*. There is no cost to join the *Challenge*. To make a donation, or to find a participating Lady of America, Ladies Workout Express or Workout Express location, visit [www.abcrunchchallenge.org](http://www.abcrunchchallenge.org).

### **About St. Jude Children's Research Hospital**

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by the late entertainer Danny Thomas and based in Memphis, TN, St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization.

### **About Lady of America**

For more than 25 years Lady of America Franchise Corp. has been known as an innovator in the constantly evolving business of women's fitness. With more than 400 clubs worldwide, the company is the second largest chain of women's fitness clubs. The clubs provide a dynamic and supportive environment to thousands of women who want to work on their fitness and lifestyle goals. LOA Fitness for Women clubs and Ladies Workout Express clubs are different from other fitness franchises in that both clubs offer specialized circuit training equipment in addition to other standard club amenities. Members have the opportunity to improve and maintain their fitness levels in a variety of ways while enjoying the company and support of other women.

Based in Fort Lauderdale, FL, the Lady of America brand includes LOA Fitness for Women, Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America.