

Lady Of America Fitness Flexes Social Media Muscle By Developing Facebook and YouTube Channel Highlighting Workout Routines For Women

Women's gym has developed some of the best at home workout videos for women

October 20, 2009 – Lady of America, a leading women's gym franchise, announced today the development of their YouTube channel. Now, the women focused gym will be producing some of the best workout videos for women to do workouts at home. These workout routines for women are developed by professional fitness trainers who explain each exercise step by step.

Lady of America is at the forefront of fitness for women as they continue to help their members reach their goals. By providing these at home workouts, the Company is able to showcase the best workout routines for women through videos they can do at home. The YouTube channel is free, and anyone that is interested can search for the Lady Of America channel at YouTube.com

“The Internet has become a place where people are able to access so much information. We strive to help our members and offer them a way to achieve great results with these workouts at home, said Toni Negas, Director of Marketing for Lady of America. “Our YouTube channel and Facebook fan page is just one of the ways our members get information to help maintain their goals and live a healthier lifestyle.

About Lady of America Franchise Corporation

For more than 25 years, Lady of America Franchise Corporation has been an innovator in the constantly evolving business of women's fitness. Lady of America was established in 1984 with the goal of providing a safe and rewarding environment to women. Each club helps women develop a workout routine to help achieve their fitness and lifestyle goals while enjoying the company and support of other women. Today, they are the world's largest full-service chain of women's fitness centers with approximately 300 franchises in operation across 45 states and nine countries under the brands; Lady of America, LOA Fitness for Women, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers.