

Lady Of America Responds To The Issue Of How Gyms Need To Recycle Plastic Drink Bottles

Women's health center not only develops best weight loss programs for women, but also does their share of helping the environment

Ft. Lauderdale, FL – November 18, 2009 – Lady of America, a premier women's health center with customized weight loss programs, announced they are placing recycling bins in all their facilities to respond to members issues of how gyms need to recycle plastic drink bottles. From members bringing bottles from home or buying them at the club, Lady of America members have been eager to participate in a recycling program.

Lady of America women's health centers are equipped with separate bins for collecting the plastic bottles for recycling. The gym owners have notified their trash companies of the recycling programs who have instructed them on how to recycle the plastic drink bottles for pick up. With over 300 locations around the country, this recycling program is sure to save landfills, oil and energy.

"Gym owners were noticing how many empty plastic drink bottles were just being dumped into the normal trash. Everyone knew how to recycle plastic drinking bottles and it was a perfect fit at the clubs, said Toni Negas, Director of Marketing for Lady of America. "We gladly stepped in and thought it was a fantastic idea. We are working with community centers that can benefit from our recycling program where our clubs are located."

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 the best weight loss program 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.