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Press Release

Source: Lady of America

Truth Be Told: Lady of America Debunks Weight Loss Myths to Energize Your Exercise Program in Time for National Women's Health and Fitness Day

Friday September 21, 8:30 am ET

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--Knowing that misconceptions about exercise and healthy living are barriers that prevent women from achieving their fitness goals, Lady of America marks the sixth annual National Women's Health and Fitness Day (September 26, 2007) by dispelling common weight loss myths. The world's largest chain of full-service women's fitness centers believes shedding light on fitness fictions is key to helping women shed their unwanted pounds.

"Lady of America prides itself on its honest, welcoming and motivating approach to fitness," said Jillian Sanchez, Lady of America Franchise Corporation's Director of Operations. "We hope that by sharing real weight loss facts, September 26th will represent a turning point for American women where getting fit transforms from an intimidating and elusive goal to an achievable indulgence."

With more than 20 years of staying power in the constantly evolving business of women's fitness, Lady of America has seen many exercise myths and fad diets. "We like to call them myths of the moment," said Sanchez. However, Sanchez noted that many weight loss and exercise misconceptions seem to endure despite their flimsy premises. Some of the more lasting myths include:

- MYTH: Women only need to do cardiovascular exercise to lose weight.
- FACT: Cardiovascular exercise (a highly recommended weight loss component) combined with a healthy diet will jump start weight loss. However, to prevent a plateau before you've reached your weight loss goal, cardiovascular activities should be incorporated into a workout program that also includes weight/strength training. Weight training helps build muscle mass, which, in turn, burns more calories than does fat. Research has shown that regular strength training can increase your metabolic rate by up to 15 percent.
- MYTH: If you're not sweating, you're not burning calories.
- FACT: Sweating is an internal bodily function created to cool off. An individual can burn calories through light weight training, walking and even sleeping! Muscle masses in the body burn calories even when the body is at its resting metabolic rate or RMR.
- MYTH: Never eat before working out.
- FACT: When working out, the human body requires energy stored from food to propel muscles to work efficiently. The key is to choose a healthy pre-gym snack or nutritional supplement.

"With all the 'quick fix' weight loss methods on the market it is easy to understand why so many exercise myths exist," added Sanchez. "At Lady of America we help our members discover their own fitness truths and welcome all women who want to honor National Women's Health and Fitness Day by kick-starting their own weight loss programs."

Lady of America Fitness Centers provide a highly specialized workout setting for women to help them achieve their fitness goals. Lady of America offers the complete workout experience in a clean environment with no complicated machines. Lady of America's easy-to-use strength and toning equipment is manufactured specifically for women to fit their frames as opposed to co-ed clubs whose equipment is sized for men. The women-focused fitness centers offer various classes such as Pilates, Yoga and aerobics as well as many other amenities including sauna, tanning, free childcare, massage, personal training and many more!

Lady of America Fitness Centers offer an excellent opportunity to anyone-from the beginner to the die-hard to get into life-long shape in a safe and comfortable environment.

For more information, or to find a Lady of America location near you, visit www.LadyofAmerica.com.

About Lady of America Franchise Corporation

For over 20 years, Lady of America Franchise Corporation (LOAFC), franchisor of the Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers, has been an innovator in the constantly evolving business of women's fitness. LOAFC was established in 1984 with the goal of providing a dynamic and supportive environment to hundreds of thousands of women working on their fitness and lifestyle goals in a safe and comfortable setting while enjoying the company and

support of other women. Today LOAFC is one of the largest chains of women's fitness centers with over 450 franchises in operation across 45 states and nine countries.

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