

FOR IMMEDIATE RELEASE

## **Ultimate Makeover Caters to Fast-Paced Lifestyle**

**March 29, 2006 – Boston** – Living a healthy lifestyle isn't easy in today's 24/7, running on Starbucks for fuel, world of overloaded professionals. Now, there is finally a fast and unbelievably convenient way for busy Bostonians to get back on track to tone up their bodies, eat well-balanced meals and be beautiful inside and out: the Ultimate Makeover.

The brainchild of Jill Tomich, Co-Founder of Greater Boston's premier outdoor fitness company Ultimate Bootcamp, the eight week program consists of three main parts: fitness, nutrition and beauty. Makeover participants champion through four intense Bootcamp classes a week (Monday-Thursday) which can be easily attended either before or after work. In addition, three private fitness consultations with a personal Bootcamp trainer help participants maintain focus and track progress. That is just the beginning.

Ultimate Bootcamp has partnered with two renowned local businesses to make the Ultimate Makeover package truly all-encompassing. Include seven healthy meals a week, delivered to home or work by Well, Well, Well – providers of all-natural gourmet frozen meals - and one luxurious day of beauty - massage, facial, manicure, hair and make-up - by the Newbury Street Beaucage Salon & Spa, and the metamorphosis is complete.

Tomich discussed the uniqueness of the concept: "There is absolutely no other program in Boston that is all-inclusive like the Ultimate Makeover. Some have the fitness component, others have the beauty element, but none are as complete or as integrated into a fast-paced culture like ours."

Well-known Boston-area personal trainer and Tomich's business partner, Peter Lavelle, continues: "This is a lifestyle-changing program that will get people the results they want in only eight weeks and can be easily infused into their existing lives. Since we announced the Ultimate Makeover, brides-to-be, mothers and busy executives have been contacting us left and right wanting to know when the program will be launched."

On May 8, 2006, Ultimate Bootcamp will begin its first eight week Ultimate Makeover session with new opportunities for participants to join the program every four weeks. This amazing makeover program will help men and women completely transform their lives – mind, body and soul. No plastic surgery, no fad diets - just hard work, healthy eating made simple and endless positive encouragement.

For more information visit [www.ultimatebootcamp.com](http://www.ultimatebootcamp.com)

**Contact:**

Jessica Hogan  
PR and Marketing Director  
Ultimate Bootcamp, LLC  
[jessica@ultimatebootcamp.com](mailto:jessica@ultimatebootcamp.com)  
617.519.1667

Jill Tomich  
Co-Founder and Fitness Specialist  
Ultimate Bootcamp, LLC  
[jill@ultimatebootcamp.com](mailto:jill@ultimatebootcamp.com)  
617.787.1224

Peter Lavelle and Jill K. Tomich are the founders, owners and fitness specialists behind Ultimate Bootcamp, LLC. Inspired by their committed group fitness class participants and personal training clients in the Greater Boston area, they created Ultimate Bootcamp in 2003 to share their passion that fitness CAN be fun. The outdoor fitness programs they develop aspire to educate and energize clients of all fitness levels towards their goals while enjoying the journey. Ultimate Bootcamp, a known leader of innovative fitness programs, is opening its third location in Quincy in Spring 2006 to accompany their already successful locations in Boston and Watertown.

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