

GET FIT FAST WITH BOSTON'S BEST-KEPT SECRET

March 3, 2005 – Boston – “The Biggest Loser.” “Celebrity Fit Club.” These are just some of the recent shows on television to take on the latest trend in fitness: boot camp.

While the name evokes images of military personnel in fatigues, boot camp has become the rage in image-conscious parts of the country such as Los Angeles and New York where people are looking for the next great trend in fitness that will help them get mean and lean in a short period of time.

Although Boston is ranked number 11 on “Men’s Fitness 7th Annual Fittest Cities Report,” boot camp has not been a widely offered health club alternative – until now.

Ultimate Bootcamp started in early 2004 when a group exercise instructor fielded inquiries from class participants about getting fit fast, but also having fun doing it. After much thought, the popular instructor, Jill Tomich, recruited a well-known Boston-area fitness guru, Peter Lavelle, and the two formed Ultimate Bootcamp.

Based on the philosophy that clients can build cardio endurance and muscle strength in a short period of time without having to worry about complicated choreography, Ultimate Bootcamp is a four-week program that runs year-round both indoors and outdoors. It focuses on boosting cardiovascular endurance, muscular strength, agility and flexibility in 16 one-hour classes. From Monday through Thursday, participants meet in an intimate group setting and get “back to the basics” of fitness by doing familiar movements such as jumping jacks, squats, push-ups and even obstacle courses in a variety of settings. Immediately, people latched on to the idea and Ultimate Bootcamp has become Boston’s best-kept secret.

“If participants enjoy an activity that helps them reach their fitness goals, they are much more likely to adhere to a program,” said Tomich. “And combined with the instructors’ positive attitudes and fun, team-like environment, participants have a great time getting fit. An ounce of motivation works better than a pound of criticism.”

Lavelle continues, “Whether you’re a workout novice or an athlete training for a new challenge, this program can help you reach your fitness goals while enjoying it.”

“I’ve often been enthusiastic about exercising, but never quite this enthusiastic,” said one boot camp junkie. “I’ve really never felt better than I have felt over the past few weeks – it has been terrific! Peter and Jill are fabulous at making fitness fun and I truly appreciate it. And this evening, I ran my best pace ever in a race!”

Ultimate Bootcamp’s motto is, “Ultimate Fitness. Ultimate Fun.” With dozens of satisfied participants, Ultimate Bootcamp has found the recipe for getting – and staying – fit in an enjoyable manner.

For more information, visit www.ultimatebootcamp.com or call 617-787-1224.

ABOUT THE INSTRUCTORS

A native of Ireland, **Peter Lavelle** has worked in the Sports and Fitness industry for several years. Fully certified as both a Personal Trainer and Group Fitness Instructor, Peter trains clients and teaches Cardio Kickboxing throughout the Greater Boston area. His dynamic, energetic style can be seen at a diverse network of health clubs and fitness centers.

As an Expert Personal Trainer at a high-end athletic club, Peter continually develops his talents and client base. Peter works with a variety of clients whose goals range from weight loss to increasing athletic ability and performance.

Peter's sporting interests include multi-sport events such as triathlons, as well as running marathons. His philosophy is: "We're not here for a long time - we're here for a good time!"

Jill Tomich is an ACE Certified Personal Trainer, ACE certified Group Fitness Instructor, Johnny G Spin instructor, and certified in pre/post natal training. She began her fitness career 6 years ago after spending many years in gymnastics. Jill currently teaches indoor boot camp courses at two Boston area fitness centers as well as indoor cycling, Step, BOSU, and muscle conditioning.

Throughout her career, Jill has taken special interest in teaching and developing classes for beginners and those returning to an active lifestyle. Her enthusiasm and creative teaching style reaches those needing a boost to a healthier lifestyle as well as the fitness enthusiast who loves to push the limit. She enjoys traveling and learning more about her other passion and profession, architecture. Her motto is: "*Live life to the fullest. Now.*"

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