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Contact: Chrys Papaefthemiou
617-787-1224
chrys@ultimatebootcamp.com

**Boston-based Outdoor Fitness Program heads indoors -
hibernation not the plan.**

November 13, 2007 – Boston - During the upcoming chilly winter mornings, Ultimate Bootcamp participants will enjoy the intense workouts they've come to love, but this time, inside.

"The participants love our classes, but they enjoy a little central heating too!" claims Ultimate Bootcamp Co-Founder and guru fitness trainer for the past decade Peter Lavelle. He explains that public demand is the driving force behind taking their fun-filled fitness programs indoors for the winter months. "Over half of our participants are repeat bootcampers who want to continue their fitness journey with us in the winter. That tells us participants are clearly enjoying the workouts and achieving results."

Having grown exponentially in size from its beginnings, Ultimate Bootcamp is offering more indoor classes than ever this season. Beginning January 7th 2008, six-week bootcamp sessions will be held at the Central Branch YMCA in Boston and Oak Square YMCA in Brighton. The calorie-burning workouts are held Monday-Thursday for one hour during pre-work times. Other indoor locations may soon follow.

The workouts, structured to encompass all aspects of cardiovascular and muscle-toning exercises, are suited to all fitness levels. Average New Englanders seeking a kick-start to their New Year's health plans will rub shoulders with marathon runners – all of whom will feel the challenge and benefit from Ultimate Bootcamp workouts.

"Don't be fooled. Our indoor workouts will be just as results-driven as our outdoor programs." says Jill Tomich, Ultimate Bootcamp's Co-Founder and well-known group fitness expert. "This isn't our time to hibernate. It's our time to use the New Year's momentum to help a lot of people achieve their fitness goals. Tomich believes that Ultimate Bootcamp's back-to-basics approach infused with encouragement, motivation, and direction is a key in the participants' success stories. "All of our bootcampers have the ability to reach their next level of fitness. I'm excited that it's our job to push them there!"

Registrations are now open for Ultimate Bootcamp's indoor winter programs. To find out more and to register, visit www.ultimatebootcamp.com, or call 617-787-1224.

About the Co-Founders

Jill Tomich, a Texas native and former gymnast, and Peter Lavelle, an Irish native and tri-athlete, are fitness specialists with over 18 years combined experience in personal training, group fitness, and nutrition. The mission of their outdoor fitness company, Ultimate Bootcamp, is to spread the word that fitness CAN be fun. Their unique approach to fitness has attracted over 1,900 participants to their programs since 2004.

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