



FitnessBootCamp4U- Press Release

October 18, 2010

Boot campers find: Healthy lifestyle saves money

At 305 pounds, Todd Stull indulged in a habitual overeating of unhealthy foods. Eating foods with lots of empty calories meant it took “hundreds of dollars” for him to get full. Though he had lost 20 pounds through exercise, it took a proper nutrition plan and nutrition monitoring with FitnessBootCamp4U to help him lose another 80 pounds and counting. It was a change that not only improved his health, but his wallet as well.

“I would say the cost of the camp pays for itself,” said Stull. “I get so full from eating what I am supposed to be eating, like whole grains, that I eat a lot less. Though I make more trips to the grocery store to keep fresh food in the house, not eating out all the time definitely saves money.”

Boot camps are known to provide efficient workouts that produce quick results. FitnessBootCamp4U also “punishes” clients who do not commit to proper nutrition with additional workouts, giving extra motivation for slackers. But the cost of camps is a deterrent for some. Stull said he did consider the cost of the camp, which was \$209 for 12 sessions over 4-weeks, especially since his wife is a stay-at-home mom. However, he thought it would be costlier not to do the camp in the long run.

“Cost shouldn’t be an obstacle when you consider the long-term, the years you are gaining on your life and how much money we blow each week on garbage,” said Stull. “It was either pay the \$209 now or pay higher insurance rates and for medicine for the rest of my life to counteract high blood pressure.”

Stull’s results with FitnessBootCamp4U included normal blood pressure, lower cholesterol and reduced back pain, changes that allowed him to pay lower healthcare premiums. Some boot campers’ insurance companies reimburse them for camp costs as part of a healthy lifestyle incentive.

Fitness Boot Camp 4U, is a company that facilitates outdoor boot camps for all fitness levels in the Houston area. They offer a well- rounded cross-training regimen along with nutrition monitoring to aid in weight loss and muscle definition. Their goal is to make you fit for life!

Contact: Ashley Soden, Marketing
832-367-4502
Ashley@fitnessbootcamp4u.com