



**FOR IMMEDIATE RELEASE**  
December 10, 2008

**Contact:** Jennifer Lesea-Ames  
303-669-5338 (mobile)

**FITWISETRAINING.COM PROVIDES TEACHINGS OF  
WORLD-CLASS RUNNING COACH, BOBBY MCGEE, TO  
RUNNERS OF ALL ABILITIES**

***Portable Personal Trainer Now Includes Downloadable Videos of  
How to Run More Efficiently and Reduce Injury to Video iPod,  
Smartphones, and Other Portable Viewing Devices***

**Boulder, Colo.**– “Effortless Running” is a term considered an oxymoron for many recreational and competitive runners. Whether runners run for weight management, stress reduction, or competition, only a small percentage of them have access to a professional coach to teach the proper biomechanics of running. Poor form and poor training can lead to injury, burnout, or frustration in a lack of improvement. Now runners can have access to one of the top coaches in the sport of running, Bobby McGee. FitwiseTraining.com has partnered with Bobby to deliver his fundamental coaching techniques in downloadable video format, so that runners can take his instruction to the trails, track, or treadmill.

FitwiseTraining.com is an original “portable fitness trainer” that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. The exercise video clips provide customers with the benefits of a live personal fitness trainer, but at a more affordable cost and with the convenience

*(more)*

of using the program anywhere at anytime. The video clips and accompanying audio demonstrate proper technique, improving the individual's desired results and reducing the risk of injury.

The running segments are the newest addition to FitwiseTraining.com's already extensive library of downloadable video clips. Bobby McGee, internationally acclaimed running coach and Running Technical Director for FitwiseTraining.com, explains, "Just like all sports—take swimming for example, good technique is essential in order to perform at your best in running. There is a reason why great runners look so smooth while the average runner may look ungainly & often reports that running is hard. It need not be. By following some simple guidelines & practicing them routinely you can achieve a level of competence with your running that ensures faster times, longer runs, less injury & that smooth professional ease that we admire in great runners. Who wouldn't want to run faster but not necessarily be fitter?" We have packaged 3 programs that highlight the fundamentals of improving running technique: Dynamic Warm Up Drills, Running Mechanics and Drills, and Running Muscle Activation, which will lead to faster times and a reduced risk of injury.

"People run for many reasons, from weight loss to stress reduction to performance," says FitwiseTraining.com founder and president, Jennifer Lesea-Ames, M.S., CSCS. "Not everyone has the time or resources to hire a private and experienced running coach to analyze their running form. FitwiseTraining.com's running-specific exercises are an accessible and affordable solution for *any level* of runner to not only get properly conditioned but also decrease the risk of injury. The exercises are easy to download and

*(more)*

can be used on almost any device that has video capability, so the programs can be done at the trails, the track, the gym, or on the road.”

Since its launch in 2007, FitwiseTraining.com has taken portable personal training to the next level by providing high-quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate), which is ideal for ensuring the correct technique of most exercises.

In addition to the running-specific exercises, professional instruction is available for ski conditioning, soccer conditioning, strength training, flexibility, Pilates, Ta'i Chi and yoga, with new exercise video clips and programs added frequently. Individual downloads are available starting at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs of 8 to 12 exercises, geared toward the individual's goals (i.e. flexibility, ski conditioning), fitness level (i.e. novice), and available equipment (i.e. free weights) start at \$9.99 per program.

# # #