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## **P R E S S   R E L E A S E**

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### **NEXGYM INTERACTIVE KIDS' FITNESS CLUB OPENS AT LA ARCATA FRANCHISE'S FIRST U.S. FLAGSHIP FACILITY OPENS IN SAN ANTONIO FEATURES STATE-OF-THE-ART KIDS' GYM FOR AGES 6 TO 14 OFFERS FITNESS, ENTERTAINMENT, FUN**

(San Antonio, TX) NexGym, an exciting new interactive fitness club for kids, announces the opening of the franchise's first U.S. flagship facility at La Arcata retail center at 115 N. Loop 1604 east of Stone Oak Parkway.

"The San Antonio NexGym is the first domestic franchisee to utilize the full conceptual model," says franchise owner and operator Michelle Flores. "NexGym is introducing fitness for kids that incorporates age-appropriate cardiovascular exercise, strength building, agility and balance, individual performance, group interaction, technology and fun."

After spending 16 years with a leading financial services company as a human resources professional, Flores was looking for a business opportunity that would also benefit the community. "From a personal perspective, I wanted to empower my two sons to improve their health and fitness, and provide that same opportunity to families across San Antonio."

NexGym provides a healthy entertainment option for children ages six to 14 with state-of-the-art equipment, virtual training and a wide range of interactive extreme classes taught by qualified instructors, while also offering a fitness outlet for children with special needs.

The club offers one-hour interactive classes or two-hour visits for kids to enjoy exergaming, indoor climbing walls, group activities and games that meet the individual interests, fitness levels and abilities of kids of all shapes, sizes and ages. "Classes like Girl Power and Iron Man allow kids to move, build character and have a great time doing it," says Flores. "Utilizing fitness equipment integrated with video games, kids will have a blast in our digital playground. With NexGym's fun technology, kids will experience virtual adventures like car racing, snowboarding, and biking," she adds.

Also, special programs will soon be available for children with autism, Asperger's or other sensory disorders. "NexGym experts have developed confidence building programs specific to children with these special needs, and we are seeking a qualified professional to deliver this programming locally," says Flores.

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Recognizing that families have other options for active kids to be engaged, Flores notes what distinguishes NexGym from other facilities. "NexGym was designed and built just for kids - and just for the age group of six to 14 years-old."

"Some facilities offer toddler-aged children movement play and tumbling – which they tend to outgrow by about age five. The adult fitness clubs offer child care in the form of a kid's center and activities, but no real fitness training until they reach age 15, while other facilities offer sports-specific training for young athletes working toward a higher performance goal, but not all children have those abilities," adds Flores.

NexGym was conceptualized and created by founder Kevin Bolden in 2004 when he was managing technology for a large consulting firm. Bolden identified an opportunity to engage the relatively untapped "tween" market (kids nearing the age of 10, but who are not quite teen-agers) by incorporating the age group's interest in technology - while also addressing the nation's childhood obesity problem.

"The obesity trend looked like it wasn't going to stop. Public schools were cutting back on fitness programs, while adding more unhealthy food choices," says Bolden. Then, while at a consumer electronics show, he observed a variety of gadgets and wondered if he could tailor the adult equipment for children. "Parents complain that they can't get their kids away from the television and video games," says Bolden, "And it struck me – fitness for kids."

In 2006, Bolden developed and launched the kids' fitness club concept and beta tested the first facility in Southlake, Texas – which he still owns and operates. He received an overwhelmingly positive response from parents and kids. "Parents would pick up the kids who were sweaty, tired and didn't want to leave. I realized we had hit the sweet spot – entertainment and fitness," he recalls. "NexGym has become the kids' choice for entertainment, and parents feel good about it too."

NexGym also has club locations in Plano, Texas and Lisbon, Portugal.

NexGym offers membership-based pricing with personal training options for members, drop-in rates for two-hour sessions, and family discounts per additional child. NexGym is running a Grand Opening special of no registration fee and a discount of \$20 per month for one year for the first 50 new members at the La Arcada location.

NexGym also provides event space for birthday parties and team events, summer camp programs, monthly Parents' Night Out, pre-K specific classes and sports retail.

*NexGym provides extreme fitness and entertainment for children ages six to 14 with state-of-the-art equipment, virtual training and a wide range of interactive classes taught by qualified instructors. **Online at [www.nexgym.com](http://www.nexgym.com)***

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