



# News Release

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## FOR IMMEDIATE RELEASE

### **The American Boot Camp Company Now Approved as Industry Instructor by the American Council on Exercise**

**ATLANTA (November 20, 2007)** ~ Earlier this month, The American Boot Camp Company, an innovative exercise firm that offers the 4-Week Fitness Boot Camp Program, had it's Outdoor Fitness Boot Camp Instructor Training Program approved by the American Council on Exercise, America's authority on fitness, for continuing education credits. With this accreditation, the company will launch a nation-wide training program for those interested in starting their own boot camp companies.

"We are so honored by this accreditation and by the fact that TABCC is the first boot camp company to receive such an approval," said Mari Garner, founder of The American Boot Camp Company and recently-approved ACE faculty member. "Our goal is to use the training program to educate people in other areas about the benefits of boot camp on fitness and well-being"

TABCC will offer its training program through SCW Fitness MANIA conventions in Philadelphia, San Francisco and Orlando, starting in February 2008. The courses include: "Comfort Zone Training", "Outdoor Fitness Boot Camp Instructor Training Course", "The Business of Boot Camp- Outdoor Group Fitness Programming". For more information on course availability, contact SCW Fitness at [www.scwfitness.com](http://www.scwfitness.com).

#### **About The American Boot Camp Company**

Changing the Shape of Your Life. The American Boot Camp Company operates outdoor fitness boot camp locations in the Metro Atlanta area and an indoor facility in Brookhaven at 2669 Osborne Road, Atlanta, 30319.

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