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Group Fitness: Not Just a Woman's Domain
The American Boot Camp Company's Outdoor Fitness Programs
Kick Both Sexes Into High Gear

Atlanta, GA (April 21, 2008) --- For years, group fitness was relegated to women's aerobics. This is no longer the case, thanks to The American Boot Camp Company®. The first accountability-based fitness program dedicated equally to men and women offers nutritional counseling, indoor classes and two or four-week outdoor training programs.

[Group fitness for men](#) has never received the attention of its female counterpart, largely due to the lack of available options. All of the American Boot Camp Company's training programs are coed and tailored for range of fitness abilities. The 4-Week Outdoor Fitness Boot Camp Program varies intensity levels incorporating dynamic warm-up activities (basic movements that involve multiple muscle groups and mimic the activities to be performed during the workout), with sports conditioning drills, interval training, agility and core work to engage the interest of both men and women. Each "no frills" workout compliments the next and is scheduled in a manner to ensure variety month after month – providing a long-term solution for the busy lifestyles of men and women. And because The American Boot Camp Company provides morning and evening sessions, it works for many people that struggle to find time for fitness.

With an MBA in finance, The American Boot Camp Company's founder, Mari Garner, understands such time restraints hindering the working professional. "Many executives like to come to the morning sessions. Many work late, reserving the evenings to spend time with their families. By featuring early morning and evening programs, we provide the flexibility that these busy professionals lack in their everyday lives."

Garner also believes that the co-ed program serves to motivate her participants, yielding better results for both groups. "The heightened competitive aspect of men renders coed group fitness highly successful for all participants, not just the males. By training together with men, women are able to reach higher levels of fitness, and both genders benefit from each other bringing out the inner athlete in each participant."

There are five American Boot Camp locations in town: Chastain, Brookhaven, Buckhead, West Midtown and North Decatur/Emory. There are two situated outside the perimeter at Peachtree Corners and East Cobb. The first out-of-state Boot Camp location is slated for Portland, Oregon later this year. For information on the fitness sessions, classes, or boot camp business license opportunities, visit www.TheBootCampCompany.com.

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About The American Boot Camp Company

The American Boot Camp Company® is a results-based outdoor fitness program that emphasizes integral training and nutrition for men and women. Founded in 2005, CEO Mari Garner has developed a four-week outdoor training session in addition to a variety of indoor classes suitable for all levels of fitness. Headquartered in Atlanta, The American Boot Camp Company has seven locations throughout the metro area. For more information, please call (404) 949-9595 or visit www.thebootcampcompany.com.

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