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MEDIA ADVISORY

Event: Wednesday, May 20, 2009

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Local YMCA Partners With Nike, Apple To Bring Revolutionary Concept to Fitness

SAN DIEGO, CA (May 10, 2009) – In the constant search for tools and technology that make working out fun, two mega-companies and one local YMCA have joined forces to bring technology into the gym to make fitness a little more interactive.

On Wednesday, May 20th, Mission Valley YMCA, in an exclusive partnership with Nike and Apple, will officially launch *Nike + iPod for the Gym* technology at the Toby Wells YMCA location in Kearny Mesa (5105 Overland Ave). Participating in the launch starting at 8am will be Jay Blahnik – Nike consultant, Los Angeles Times and MSNBC.com fitness columnist, and world-renowned fitness professional who has been named International Fitness Instructor of the Year by IDEA and Can Fit Pro, the two largest professional fitness associations in the world. He will help demonstrate this revolutionary concept that allows users to track workouts on specialized equipment using their compatible iPods, upload their workout information to nikeplus.com, and engage others in virtual fitness communities. According to Nike, Toby Wells YMCA is the only facility in the country that is fully-equipped with compatible cardio machines, including treadmills, stationary bikes, and cross-trainers/ellipticals.

“The Nike+ program helps build virtual communities that encourage casual exercisers to work out more, and we’re excited that Toby Wells YMCA is the first in the country – actually the world – to be a 100% Nike+ iPod compatible fitness center,” says Blahnik, who also writes a fitness column for. “It’s often tough to workout when it’s just you on a treadmill; now, at Toby Wells YMCA, every piece of cardio equipment gives users the ability to plug in an approved iPod, track your workout, download it to nikeplus.com/gym, and engage in friendly competition with your buddies or stay on track with your individual goals. The virtual community provides support and encouragement to be active.”

The *Nike + iPod for the Gym* equipment at Toby Wells YMCA allows users to connect compatible iPods to any cardio machine in the facility. Workout information (calories burned, miles run, etc) will automatically download to the Apple-compatible product while exercisers watch personalized TV's or listen to their iPods normally. At home or work, users can log-on to nikeplus.com/gym, connect their iPods, sync their workout information, and track their progress over time. Nikeplus.com/gym also allows the creation of "challenges" where individual users can develop a goal and "compete" with other nikeplus.com registrants, e.g. first to 100 miles, first to burn 1,000 calories, etc. Or users can push themselves to reach personal goals and benchmarks.

Several users at Toby Wells YMCA have already begun to reap the benefits. "We're dedicated to providing tools that make staying fit and healthy as much fun as possible," says Dick Webster, VP/Executive Director of Mission Valley YMCA. "This partnership with Nike and Apple allows our members access to equipment that will support them in their efforts to work out and be healthy. That's the ultimate goal."

For more information on *Nike + iPod for the Gym* visit www.missionvalley.ymca.org or www.nikeplus.com/gym, or call Mission Valley YMCA, 619-298-3576.

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