



**PRESS RELEASE**  
**22<sup>nd</sup> December 2004**

Local Personal Fitness Trainer, Zach Wright from ICE Personal Training in Wandsworth will be helping us get fit this New Year with a series of features on Wimbledon based radio station Passion for the Planet.

Every day between 27<sup>th</sup> December and 4<sup>th</sup> January, at 4am, 10am, 4pm and 10pm, it will be muscles, motivation and myths as Zach shares his experience and passes on his top tips - from getting the best out of exercising at home, to what to look for when joining a gym, to why personal trainers aren't just for movie stars.

"Just after Christmas millions of us start dieting and thinking about doing a bit more exercise and this is the perfect time of year for us to make a commitment to our health and well-being. However it's sometimes difficult to know where to start or how to find an exercise routine that we both enjoy *and* fits in with our lifestyle. This is where Zach's advice and experience is invaluable." Said Passion's Managing Director Chantal Cooke.

"You can start changing your life and feeling fitter and healthier at any time, but new year is good time to focus your thoughts and make a real commitment for the future. If you really want to get results then you need to know what exercises to do and how to do them, not every form of exercise is right for everyone. And of course you want to enjoy it as well. I hope this new feature on Passion will help people make informed decisions about their health and fitness throughout 2005 and beyond." Said Zach, Founder of ICE Personal Training.

"After the New Year many people make the mistake of exercising too hard, they really go for it every day for the first couple of weeks in the hopes of burning up the calories, but all that actually happens is they put them themselves off exercise for the rest of the year! The best way to approach an exercise programme is to start slowly and build up. The aim is for your fitness routine to be sustainable as part of your lifestyle, not something you dread or that gets in the way of the rest of your life." Continues Zach.

You can listen to Passion on DAB Digital Radio and via the Internet at [www.passionfortheplanet.com](http://www.passionfortheplanet.com)

Ice Personal Training's fully equipped fitness studio is based in Alma Rd in Wandsworth and they can be contacted on 020 88746777.

Notes to Editors:

- For more information contact Chantal Cooke on 020 8544 0091.
- Pictures are also available on request.

**Passion** is wholly owned by Passion for the Planet Ltd. Passion is the UK's only health and environment focussed radio station, broadcasting on DAB Digital Radio across the south of England and worldwide on the Internet - [www.passionfortheplanet.com](http://www.passionfortheplanet.com)

**Ice Personal Training** was founded by Zach Wright and offers clients tailored made fitness programmes and 1-2-1 fitness training and nutritional advice.