



One, two: The fitness buffs working out for charity.

## Sweating for a good cause

Charity workout raises RM60,000

**H**EALTH club chain Fitness First organised Miracle 2009 at the outdoor piazza, at the Curve for nine hours recently. The annual charity workout, aimed at raising funds for deserving homes, raised RM60,000.

Themed "We Care" this year, Miracle 2009 generated funds for two homes for children, namely the Agathians Home and Shelter home for children. Both the homes received RM30,000 respectively.

Fitness First raised the funds through a series of activities which included coupon sales for the participation of all activities for Miracle 2009, the sale of Miracle 2009 merchandises which included T-shirts, button badges and wrist bands, through the placement of donation boxes in all Fitness First clubs in Malaysia and the sale of the Miracle BODYFIRST gift packs.

One of the highlights of the day was the Tribe Challenge - a competition which was designed in-house by Fitness First.

This Tribe Challenge saw teams of five (inclusive of a group exercise instructor) who had to perform a track of one of the group exercise programmes offered by Fitness First - either BODYCOMBAT, BODYJAM or

or BODYSTEP during the elimination round which was held before Miracle 2009.

The tribe teams selected during the elimination rounds then compete as finalists during the event. The winning team was determined by the highest performance points and the highest number of votes received.

Serena Choong or better known as Serena C of Mix.Fm who is also a friend of Fitness First, was also at the event to do her bit for the community. Serena C showcased the newest moves for BODYCOMBAT.

Fitness First Malaysia managing director Shaun Measday said: "We at Fitness First take great pleasure in organising Miracle every year as we feel it is our great responsibility to do our part for the society in which we operate."

"People may wonder why we, as a health and fitness provider organise an annual charity event as such? Well, why not? What better way can we raise funds for the less fortunate than by getting fitness enthusiasts to contribute and to have fun doing what they love at the same time."



Good cause: Measday (left) and Serena C with representatives from the homes and the children.



# Cause for keeping fit

FITNESS FIRST DOES ITS BIT FOR CHARITY WITH ITS MIRACLE 2009 WORKOUT

**FITNESS** First successfully raised more than RM60,000 this year at its Miracle 2009 charity workout at the outdoor piazza, the Curve, recently.

This annual event is aimed at raising funds for selected welfare homes and, this year, the money collected was split between two children's homes - the Agathians Home and Shelter home for children.

The money was raised through a series of activities which include coupon sales for the participation of all activities for Miracle 2009; the sale of Miracle 2009 merchandise which included T-shirts, button badges, wrist bands, etc; donations dropped into boxes placed in all Fitness First clubs around Malaysia; and the sale of the Miracle BodyFirst gift packs.

At the event, Fitness First organised group exercise classes back-to-back for members and non-members at a mere RM10 per entrance fee. Each class lasted between 60 and 90 minutes.

Non-members were able to experience the different types of group exercise classes offered by Fitness First.

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which was designed in-house by Fitness First.

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The tribe teams selected during the elimination rounds then compete as finalists during the event. The winning team was determined by the highest performance points and the highest number of votes received.

In line with this year's theme *We Care*, Fitness First personal trainers and group exercise instructors also gamely participated at a charity auction to raise funds for the cause.

Serena Choong, better known as Serena C of mix.fm who is also a friend of Fitness First, was at the event as well to do her bit for the community.

Serena showcased the newest moves for BodyCombat which proved to be a



crowd-pleaser.

Shaun Measday, the managing director of Fitness First Malaysia, said: "At Fitness First, we take great pleasure in organising Miracle every year as we feel it is our great responsibility to do our part for the society in which we operate."

"People may wonder why we, as a health and fitness provider, organise an annual charity event as such?

"Well, why not? What better way can we raise funds for the less fortunate than by getting fitness enthusiasts to contribute and to have fun doing what they love at the same time?"

(above) Measday with representatives of the welfare homes and Serena C.

(top, from left) Tribe Challenge competitors; and BodyStep Retro style.