

Open for Business

Curves: Women's New Fitness Center is Safe, Simple, & Fun!

Just over one month after opening its doors, Ellenville's new fitness and weight loss center – **CURVES** – has already signed up almost 200 area women, proudly announced owner Kathleen Strong (see picture at right).

Located at **170 Canal Street**, site of the former *Eddie's Country Fair*, the women-only facility held its Grand Opening on October 7th, and already has a group of dedicated members who range in age from 11 to 82 years young.

The center is currently open six days a week, from: *9 am to 12 noon and 3 to 6:30 pm Monday through Friday, and 8:30 to 11:00 am on Saturday.*

Ms. Strong emphasized that pretty much everything is flexible at this point, with changes and updates to be announced as needed.

Meanwhile, the fitness program, described as "Circuit Training," though initially appearing complicated, is, in fact, extremely simple to follow. As Ms. Strong points out, it's designed to be fun, fast, and healthy, as well as safe, all in a friendly, healthy environment where each person develops her own parameters for fitness. The targeted prospective member is the too-busy modern woman who seeks weight reduction and toning, some strength training, and an improved cardiovascular condition.

Woman at any weight or level of fitness can begin at once. There is no age limit to joining. The only requirements for joining **CURVES** is a minimum height of 4' 11" and being able to operate the various pieces of equipment. Prior to commencing the fitness program, all women are pre-interviewed, including a full-body analysis, in an effort to screen out any persons who would not be able to benefit from the program.

Members of **CURVES** have the option of coming and going at their convenience, and are urged to participate at their own pace and frequency, so that each person feels comfortable in the quest for an optimum result in becoming fit. Casual and comfortable no-fuss attire is the rule in the women-only atmosphere.

Each participant spends only 30 seconds at each of 16 "stations" in the "circuit," repeating the circuit three times. The total workout lasts only 30 minutes, and each person can enter the circuit at any given time and any given station; each station is hydraulically-controlled, allowing each woman to set her own pace in power output by working faster or slower within the 30 seconds allotted. Approximately every eight minutes, pulse rates are checked against standards for one's age, so one stays within the correct "zone."


Women may use provided dressing rooms, if desired, or may come already "dressed to sweat."



Vending machines have bottled drinks for those who don't tote their own. And the whole atmosphere is filled with music. In fact, each participant is alerted when to move on during the "circuit" by the recording over the loudspeaker.

Plans are underway to add a nutritional program and expanded vitamin sales. The aptly-named Ms. Strong is also currently attending Orange County Community College under a two-year course of Exercise Science.

"Put something positive into your life," says Ms. Strong, who is assisted in the fitness program by Christine Cullen and Kim Lobb. Membership at **CURVES** is as low as \$29 per month, with a 10% discount if paid by the year; membership allows one to use any of the 4,000 franchised facilities around the country. Presently, there is also a 50% discount on the \$149 sign-up fee, with December added free.

Interested area women can call Ms. Strong at **647-0035** for further information, or can go to the website, www.curvesforwomen.com. 

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