



**Background:** Matrix Fitness wanted to raise profile of the new KRANKcycle in national and trade media

**Timing:** November 2009

**Activity:** Media launch event arranged with Jonny G and James Cracknell demonstrating

**Results:** Over 20 key media attended the event and 26 pieces of national press coverage resulted including the Daily Express, The Times, Woman & Radio 2

**EAV:** £27,500

**Reach:** 22,000,0000

**ROI:** 8:1

**Client Comment:**

**Jon Johnston, Managing Director, Matrix**

*"Having worked closely with Promote PR for over a decade on many varied projects and ventures I am certain that there is no other health and fitness PR company better placed to deliver targeted, consistent, and sustained PR and launch campaigns in the UK."*



**Fitness fads**  
the trends for 2010

**Five new gadgets**

**Cross legged seat** Design really on the outside the seat has a rounded surface which makes it more comfortable. It comes with a carrying strap for easy storage. Price: £150 (retentiondesign.com)

**Adds mCoach Pacer** The mCoach Pacer is a small, portable device that tracks your progress. Price: £25 (mcoach.co.uk)

**Urban gym** Based on the principle of parkour or free running, this outdoor workout uses every thing from park benches to lamp posts as novel exercise tools. The new long classes are held in the early evening and are designed to take the body by surprise by introducing different moves in each session. There's plenty of training to keep you warm and partner exercises to make the whole thing more social.

**Where and when** Classes launch in Bristol on January 11 and in London on January 12. More venues will be added in the next couple of months (natacarnegieym.com)

**Dance classes** Thanks largely to Strictly Come Dancing, we are now tripping on the dance floor in our thousands and attempting every thing from the tango to Cosack dancing. And the health benefits are equivalent to any aerobic class at the gym.

**Where and when** Dancework.co.uk has details of a range of classes all over the UK. The dance sessions are held at the Royal Opera House (www.royalopera.co.uk), lounge level, on offer from January onwards in the UK, while pinapple.co.uk does breakdancing classes in danceport.co.uk has details of ballroom and Latin American dance classes.

**Running** Running has made a comeback, with nearly four million people in the UK claiming to jog on their trainers regularly. World leaders, including Gordon Brown and Barack Obama, run to keep a lid on stress as well as staying fit. If you think running is not for you, perhaps the new, proven wrong – it burns more calories than most other activities, and it's free.

**Where and when** Run in England groups convene across the country (www.runinengland.co.uk). Groups also operate in Scotland (www.jogscotland.org.uk).

**Chest Expander** Chest expanders are used to improve posture and breathing. Price: £10 (retentiondesign.com)

**Yoga** Yoga is a popular form of exercise that combines physical, mental and spiritual practices. Price: £10 (retentiondesign.com)

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**The new Spinning is...**

**KRANK cycle**  
Want to blitz those bingo wings? Then try Kranking – the new creation from Johnny G, who introduced the world to Spinning in the 1990s. It launched in gyms around the UK on 1 January and is even available to use in your own home. The Krankcycle uses only the arms and provides a cardiovascular and conditioning workout.

utilising the upper body and core stabiliser muscles. It can help improve cardiovascular fitness and speed up weight loss. Fitness expert Jon Johnston says: 'Krinking is going to be huge. When used in a class environment Kranking is a high-energy, heart-pumping class that achieves results.'

See www.krankcycle.com for more information.

**Tone your upper body with Kranking**



# KRANK UP YOUR FITNESS LEVELS

It's the latest exercise craze from the US which is set to storm gyms across the UK. PENNY STRETTON gives Kranking a try

WHEN I accepted an invitation to try out a brand new exercise called Kranking, I wondered what it'd be like. It's soon become clear that with a name like that, it could involve a lot of hard work.

Kranking is the brainchild of American fitness expert, Johnny G, who introduced the world to spinning back in the 1990s. 'Now a fitness class favourite across the UK.'

The new invention, the Krankcycle, resembles a space age stationary bicycle. It has pedals for the arms instead of the legs and it's designed to give you a complete upper body workout.

'The Krankcycle can be used either sitting or standing, while the arms move together or on their own to turn the hand pedals, or crank.

It's a bit like a stationary bike, but it takes no-orientation and immediately begins to work different muscles all over the upper body.

'My instructor Pierre Ponzio, who will be running classes at the INC Space gym in central London, showed me how to place myself in a sitting position, as if on a bike, but with both feet flat on the floor.

It requires much more than a simple forward pedalling motion. Pierre showed me how to push my shoulder and bring my elbow out as I turned, to help work my upper body.

Once I had mastered the rhythm, I then began to move like...

'Believe it or not I can't try it again!'

It was originally developed as a way for people with lower body disability to be able to teach spinning classes. They would simply show pupils what to do with their legs, by using their own arms. Across the US it was quickly adopted by able-bodied fitness enthusiasts, as well as athletes.

'Krinking can be beneficial for many people,' Pierre told me. 'The arm action while running, sauntering and lots of bounces adds it helps with their fitness levels. Sessions last between 30 to 45 minutes and Kranking is low impact, making it safe for people of all fitness levels to try.'

According to instructors it can help those with obesity, problems to lose weight as well as encourage people with restricted lower mobility to exercise more fully in the seated position. It's even something pregnant women can try. My arms were aching and my legs were a bit tired but believe it or not I can't wait to try again.

For more information on the Krankcycle gym, visit www.krancycle.com or call 0800 389 8972.

**BBC RADIO 2**

**your health**

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