



## Welcome to the first ETW newsletter of 2008!

It's Feb already!! No doubt this year will fly by like those before it and before you know it the summer holidays will be upon us again. But really, when you think about it there are still over 300 days left in 2008 and with a little planning, that's lots of time to get out there and achieve great things. That's what we at Evolution are aiming for and we encourage you to do the same.

Evolution's 3 core values for the year are: planning, delivery and consistent quality.

We've started putting this into practice already.... there is the brilliant and excitingly planned **Events Calendar** for 2008, the **new look timetable** with location finder and advertising space (if you are interested in advertising talk to Mike), our **new look website** (phase 1 of which is launching this week), new sessions introduced to challenge you in new ways and provide variation such as the **new Strength & Balance sessions** and the fun and frantic Hug and **Lug a Tyre sessions**, and our plan to expand and open new KLIKs in new areas throughout 2008. Plenty of work has been done and there is plenty still to do, we are set for an ambitious and exciting year and hope we can inspire you to do the same.

One of the key features of the events calendar this year are the running and adventure racing events organised in Sydney that we are promoting and encourage you to have a go at. There is something for everyone: from 1/2 marathons to urban adventure racing to 4km family fun runs. Setting yourself a goal to complete one of these events or something similar can provide real focus to your training and help you to reach new heights in fitness and wellbeing.

So a year of challenges lay ahead and as always we ask that you challenge us to meet all your expectations and give us the feedback we need to evolve in 2008.

Have a great year,

*Mike B*

## What's happening this month?

- The **8 week challenge starts on 18th Feb**, contact Mike to register your interest.
- Our first **Athlete's Foot night of 08** takes place on **Tuesday 19th Feb, 7pm** at their store in Westfields, Bondi Junction. Understand more about your own foot structure and gait with expert advice from a podiatrist and plenty of staff on hand. Cheese & Wine provided, no obligation to buy, all purchases come with 30 day 'warranty'. Places are limited so reserve yours via Mike/Aaron asap.
- **Summer Cleanse begins on 27th Feb**. A chance to detox, and reinvigorate yourself. At the same time you will increase your knowledge base, improve your fitness, reduce body fat levels and treat your body to 10 days of wholesome food.
- **Launch of the new Evolution website**—check it out from Sunday 10th 5pm at [www.evolutiontowellbeing.com](http://www.evolutiontowellbeing.com).

### Register Now!



Athlete's Foot Store, Westfields, Bondi Junction. **19th Feb**

### Contact Us

Mike: 0438 13 15 17

Aaron: 0414 89 23 56

Email: [mike@etwgroup.com](mailto:mike@etwgroup.com)

**We have a bold vision**

**to inspire**

**and transform individuals**

**and build a community who create the lives they love.**



## The 8 Week Challenge

The 8 week challenge starts on the 18th Feb and runs for 8 weeks. To sign up, register with Mike or Aaron at sessions between 11-16th Feb or email [mike@etwgroup.com](mailto:mike@etwgroup.com).

This year the 8 week challenge will be structured as follows:

1. Register to partake
2. Chose your target: lose weight or increase stamina
3. Commit to attend 6 assessment sessions over the 8wks (2 x 3:1, 2x Cooper Test, 2 x Timed Long Run (7-8km)) where scales will be available for private weigh-ins.
4. Those with weight loss goal commit to partaking in 10 day cleanse (starting 27th Feb). There will be an option for the weight loss guys to pay \$50 to have a full body composition assessment at the start of week 1 and the end of week 8 with Amy in a consultation room one evening in those weeks. People will be booked in for 15 minute slots.
5. Results will be gathered in by Evolution, the winner of the weight loss challenge will be the person with the greatest % reduction in weight. The winner of the stamina challenge will be the person with the biggest % increase across the 3 types of physical assessment.
6. Prizes will be awarded to the winners at a forthcoming social evening and awards night in April.

## The Abs-olute Truth!

- o Many of us strive for the elusive six pack/flatter stomach, but is tens of hundred of reps of sit ups the answer? No. In fact recent articles state that the secret to defined abs is 80% nutrition, 10% exercise and 10% genetics. For more info on nutrition talk to Amy (see below).
- o So working the abs till they burn like never before isn't the solution. In fact, focusing so intently on abs exercises can cause muscular imbalances and poor posture. If we train abs we must also train the back to maintain a strong upright posture.

## Training Intensity

- o The Governor of California (back when he pumped serious iron) once said: "No pain, no gain!" Great saying but it holds little credit in the realm of health and fitness for the general population. Instead, we need to be training across a spectrum of intensities to reap the full benefits of exercise.
- o That's why we have designed the content of our timetable to give you this variation. E.g. Sprint sessions = high intensity, go hard, push yourself to the max session. Long run = medium intensity, slow and steady, stamina building session. Yoga = low intensity, stretch and 'nurture your muscles' session! Make sure you get your mix!

## New Kids On The Block

January and February have been 2 big months for new comers to both KLIKs. So we'd like to welcome:

- o **Bronte KLIK:** Adam Tulich, Carlah Walton, Griselde Bond, Maria Parras, Merran Magill
- o **Bondi KLIK:** Adrian Richards, Cathy Long, Eliza Fraser, Erica Hattersley, Janelle Beckett, Jenny Clarke, Jodi Kasimov, Mathew Morgan, Patrick Cantwell, Reena Minhas, Sarah Anderson, Wayne Woodward

## Growth in the Evo Team

In preparation for further expansion in 2008, **Jayne Macpherson** has joined the Evo training team as a second trainer. Jayne is a great addition to the team, bringing with her own personal style of training backed up by years of experience in the industry.

**Amy McKendrick** will be also be taking a more central role with Evolution going forwards. Amy has been working alongside Evolution for a long time now as a nutritional consultant and advisor. Amy is passionate about whole foods nutrition and its benefits. To find out more about how Amy can help go to [www.evolutiontowellbeing.com](http://www.evolutiontowellbeing.com) and click on Nutrition.

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