



# ADVANCEDATHLETICS

**FOR IMMEDIATE RELEASE**

*August 30, 2010*

## ***“Fitness Jumpstart” Web Series Premieres Wednesday September 15th***

Imagine how much you could improve your personal fitness in just one month, if you could get one valuable tip a day for 30 days from one of Hollywood’s top trainers. Starting September 15<sup>th</sup>, you can and it’s absolutely free. No DVD’s to buy, no expensive programs to sign up for, no kidding.

Advanced Athletics founder Adam Friedman, who trains Gold Medal winning Olympic Athletes, the Hollywood elite, and Southern California’s top business professionals has put together a groundbreaking series of webisodes, “Fitness Jumpstart,” complete with downloadable worksheets you can personalize.

The series will address questions such as:

- How can I slow down the aging process?
- What is the best way to increase my energy levels?
- How can I manage a busy schedule and still take care of my health?
- How do I build the momentum back in my running after coming back from injury?
- What foods will help me to get the best from a workout?
- How to avoid injuries or diseases that may diminish my quality of life?
- How can I make a serious body transformation?
- How do I stop intense sugar cravings?

The value and groundbreaking nature of these webisodes is so significant, you know you have to share it with your audience. We’ve set aside Monday, Tuesday, and Wednesday September 13-15 for Adam to appear live or on tape to share this incredible offer on your program. Call us at 310.396.2100 or email us at [info@advancedathletics.com](mailto:info@advancedathletics.com) now to book your timeslot.

Adam is a poised and knowledgeable personality who has appeared in featured segments airing on NBC’s “Today Show,” KCBS2-TV, KCAL9-TV, and FIT-TV, as well as Power 106 Radio.

### **ABOUT ADVANCED ATHLETICS**

Located next door to the world famous Gold’s Gym in Venice, California, Advanced Athletics is a recognized and respected provider of high quality performance enhancing products and services. Passionately committed to delivering results, Advanced Athletics embodies the vision

and philosophy of its founder, Adam Friedman, who believes there is a program that fits everyone, no matter what their goal is. Through over 15 years of dedicated research on performance enhancement technology Advanced Athletics offers the safest, most effective and efficient methods to achieve physical and performance goals.

## **ABOUT ADAM**

Adam Friedman, CSCS, is an official contributor to the Gold's Gym Fitness Institute. Since 1996 Adam has used his belief system to successfully train & coach clients who include Olympic Gold Medalists in women's basketball and Paralympics skiing, NBA, WNBA (a 3 time MVP), NFL, NHL, MLB, AVP, WTA, MLS, various boxing and fighting associations (Heavyweight World Champion), and A-list artists (Oscar & Golden Globe winners) in the entertainment industry. As an athlete he had starting roles on his high school football and lacrosse teams. He won the 1994 Junior Overall Natural New Jersey Bodybuilding Championship, and came in second in the Natural Gold's Classic.

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