



PRO FITNESS GROUP

Press Kit

2020

Table of Contents

Backgroundunder 3

Media Release 5

Brochure 6

Newsletter 8

PSA 10



Pro Fitness Group
#12 2015 32 Ave NE
info@profitnessgroup.ca
(587) 349-0202

PRO FITNESS GROUP IS A LOCALLY OWNED, FULLY-SERVICED GYM DEDICATED TO HELPING CLIENTS REACH THEIR HEALTH AND FITNESS GOALS.

Our History

The name Pro Fitness Group has been around for a year, but according to some of the older members – the facility itself has been around for over 25 years. Many professional athletes have been to the gym. The gym has gone through many owners over the years and many different names.

Now

Pro Fitness Group is currently one of the only gyms that has a UFC grade professional wrestling rings in Calgary. With a substantial pieces of top-notch exercise equipment to members ratio and fully operational facilities. The gym now hosts yoga classes, boot camps, fitness challenges and many other perks that both members and non-members can pay to join. Also, Pro Fitness Group houses a Sports and Massage Therapy center. They also have a juice, shake, salad and sandwich bar called Sparks Café that has been around for about year and offers a variety of healthy foods.

A Brighter Future

Pro Fitness Group is looking to increase the number of members and expanding the classes and fitness challenges. There will be a laser clinic opening inside the gym soon that will be offering a discount for members. Pro Fitness Group will no doubt expand in the future and develop to fit the growing needs of its members.

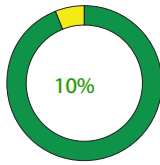
Facts About **PRO FITNESS** GROUP

Our Members

4 out of 5 members are male

Pro Fitness Group has over 400 members and counting

Lifestyles



of members are interested in lifestyle transformations.



1 in 7 members are athletes

Healthy Eating

60% of the members are on a diet or some other form of meal plan



is 100% healthy



Exercise

More than 100 customers come to our gym in a day



Five members go to the gym seven days a week



#12 2015 32 Avenue NE
Calgary, AB T2E 6Z3

Media Release

For Immediate Release

DAILY DOLLAR DAZE

Try a Dollar a Day Gym Membership Today!

Calgary, AB – Pro Fitness Group gym is now offering one-year memberships for as little as one dollar a day.

Sign up for a one-year membership and pay \$30 a month or you can choose to pay bi-weekly.

"I've been coming to this gym for years. It has come a long way since back then and the membership is worth it," a member of Pro Fitness Group said.

The membership includes access to gym facilities, classes, services and much more.

Pro Fitness Group is a locally owned gym that offers a variety of services. The name Pro Fitness Group has been around for over a year, although the gym itself has been in Calgary for over 25 years.

-30-

Available for interviews: CONTACT: Pro Fitness Group, (587)349-0202 or info@profitnessgroup.ca Or

To set up an interview with Pro Fitness Group please contact: Aya El-kadri, (403) ###-#### or ayael-kadri@hotmail.com



Memberships

Silver

\$19.99 / bi-weekly

Student

\$14.99 / bi-weekly

Platinum

\$49.99 / bi-weekly



**Which
type of
membership
is right for
me?**

Pro Fitness Group

Phone:

(587) 349-0202

Email:

info@profitessgroup.ca

Address:

#12 2015 32 Ave NE, Calgary AB

Website:

profitessgroup.ca

Silver

- Get the Basics
- Access Gym & Facilities
- Access Basic Classes
- Affordable Cost

Student

- Affordable Cost
- Get the Basics
- Access Gym & Facilities
- Access Basic Classes

*Students Must Have a Valid Student ID for the Student Membership.

Platinum

- The Premium Package
- Access Premium Classes
- Access Basic Classes
- Towel & Water Services
- Access Gym & Facilities

No
Sign up
Fees!

No
Cancellation
Fees!

*Must give a 1-3 Month Notice

Memberships Include:
Yoga Classes
Boot Camps
Spin Classes
Dance Classes
And More

Additional Services:
Wrestling School \$
Personal Training \$
Sparks Cafe \$
Massage Therapy \$
Laser Clinic \$
Tanning \$

PRO FITNESS
GROUP

7Day
Club Pass

Name:

Activated by:

*Must be a resident of Calgary to redeem.
Not applicable for current or past members.

Fitness News

March 2020

New at Pro Fitness Group

Pro Fitness Group has only been around for a year as of this past January, so you may not be aware of all that we have to offer.

The gym itself has physically been at #12 2015 32 Ave N.E. for more than two decades, but the name only came about when the new owners took over and changed the name to Pro Fitness Group.

Another new addition to Pro Fitness Group is our group classes.

Yoga, boot camp, spin, bhangra, boxing, reggae-ton and so much more.

We have, also added a



wrestling school— with two WWE grade wrestling rings and instructors that are professional wrestlers themselves. A

unique add-on that you can add to your membership at an additional cost.

Sign up for our six-week transformation challenge and get access to customized workout and nutrition plans, classes and get support. It can be hard to get to or maintain a healthy body weight and with this program if you put in the effort and commit you can do, so and get the chance to win.

Finally, we can't forget about Sparks Cafe! Get healthy shakes, juices, build your own salad or sandwich and more.

Nutritious and delicious. Perfect fuel for your healthy lifestyle.

Painless Laser Hair Removal

Do you have unwanted hair, acne or fine lines that you want to get rid of?

We now have a Sharplight laser machine clinic at Pro Fitness Group.

We are offering members a 20 per cent discount.

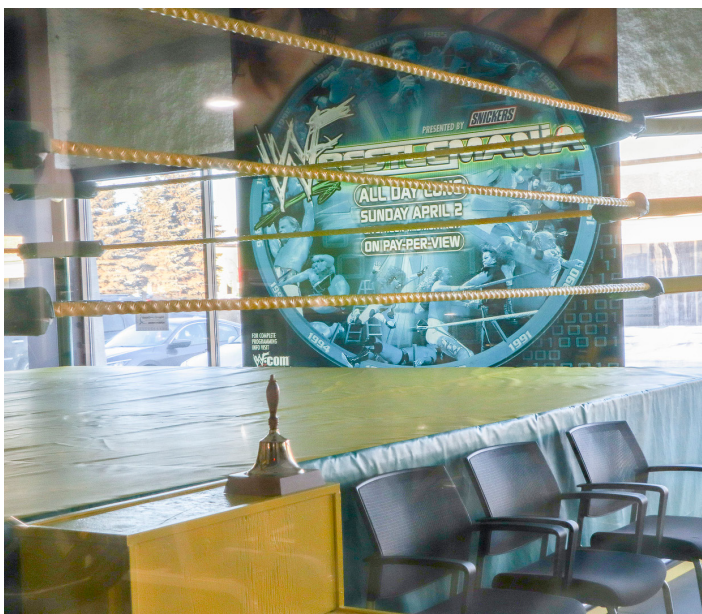
Just in time for Spring. A perfect addition to your full body transformation.

Buy a package for a better deal and pay per body part. Pricing var-

ies depending on the treatment type and body part or parts.

Not only can you reach your fitness goals at our facility, you can now also fix those little imperfections and insecurities that are keeping you from truly enjoying your body.

Embrace your new healthy lifestyle and embrace your success, or treat yourself to the ultimate full body makeover.



Our Memberships

Pro Fitness Group currently has a dollar a day promotion which means if you are committed and are willing to sign up for a one year membership, you only have to pay \$29.99 a month plus GST– for a limited time only.

If you are not ready to commit do not fret, because if you agree to giving a 90 day cancellation notice then your one year membership is \$19.99 plus GST if you are paying bi-weekly or \$42.50 plus GST if you decide to pay monthly.

Pro Fitness Group does not charge cancellation or sign up fees. The

notice is, so we can stop charging your account if you need to cancel.

A month-to-month membership, without a contract, is \$49.99 plus GST, but for students—with a valid student ID—only need to pay \$32.50 plus GST per month.

Or if you know you are fully committed you can pay for the full year upfront \$390 plus GST will get you 13 months, that is a one month bonus.

However, if you are still unsure, and have never been a member of Pro Fitness Group, ask us about getting a seven day free trial and come check us out today.



Sparks Cafe

Get healthy shakes or juices or build your own salad or sandwich at Sparks Cafe.

When you first come in to work out at Pro Fitness Group one of the first things you see is Sparks Cafe.

Sparks Cafe offers a variety of healthy foods and drinks.

The perfect fuel for your new healthy lifestyle.

Our most popular drink is the Cocoa-Nut– warn-

ing it contains peanut butter– the perfect combination of bananas, chocolate, peanut butter and pure whey protein.

Another great drink for those who do not like or cannot have peanut butter is Muscle Builder. With strawberries, banana, pineapple and whey protein.

To see our full menu please go to our website.

Nutritious and delicious.

We are open: Monday to Friday 8 a.m. to 12 p.m. and 8 a.m. to 8 p.m. on Saturdays and Sundays.

**Call us at (587) 349-0202
or
email us at:
info@profitessgroup.ca
or
go to our website:
profitessgroup.ca**

Video Script

Title	A dollar a Day
Writer	Aya El-kadri
Client	Pro Fitness Group
Length	:30
Date	

VIDEO		AUDIO
Various stills from Pro Fitness Group Full page graphic: Pro Fitness Group (587) 349-0202 #12 2015 32 Ave NE Pro Fitness Group Logo For more info: email info@profitessgroup.ca Or go to profitessgroup.ca	0-2	Music: Up and under for duration of spot.
	2-30	No sign-up fees or cancellation fees at Pro Fitness Group. For a local and judgment free gym. Join us on our fitness journey. With full support and personalized fitness and nutrition plans, group classes, yoga, boot camps and more. For only a dollar a day. Sign up for a one-year membership today! Call us at (587) 349-0202 (maybe repeat number) or stop by our location. Located on 32 Avenue and 19 street in the heart of the North East. Get fit at Pro Fitness Group.

Title: Dollar A Day
Writer: Aya El-kadri
Client: Pro Fitness Group
Length: 30 seconds

Cast:
Voice over announcer: female voice

sfx:
None

Music:
Up-beat track (or Dubstep from BenSound)

0-2 seconds

Music:
Up and under for duration of spot.

2 – 30 seconds

V/O:
No sign-up fees or cancellation fees at Pro Fitness Group.
For a local and judgment free gym.
Join us on our fitness journey.
With full support and personalized fitness and nutrition plans, group classes,
yoga, boot camps and more.
For only a dollar a day.
Sign up for a one-year membership today!
Call us at (587) 349-0202 (maybe repeat number) or stop by our location.
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