

## Title Idea: "Fitness Redefined: A Lasting Fitness Debuts Premier Facility in Brookfield"

Press releases  
are typically written in the 3rd person

They say "if you love what you do for a living, you will never work a day in your life". This is what gets me out of bed in the morning, excited to take on the day. Coaching people to be healthy, fit and feel good about themselves is the most rewarding job in the world!

Try something like: For Andreas Washeim, founder of A Lasting Fitness, this mindset fuels his passion each morning as he rises...

Growing up, I was picked on and bullied. Martial arts and training became my outlet to combat the emotional stress and hardship which helped me gain self-confidence and get in great shape. I realized then that I had a passion for fitness and wanted to help others become fit and confident in the same way.

Talk about yourself in the third person here (for Example: Growing up, Washeim was picked on and bullied.....Having experienced the transformative effects of martial arts and training firsthand, Washeim understands the profound impact....)

Since starting my coaching career in 2005, I've had the privilege of learning from some of the best fitness coaches in the business.

Something like: With over a decade of experience in the industry, Andreas Washeim has....

I was fortunate to be hired as head trainer at startup gym, Anytime Fitness in Brookfield. During my time there I met and got to work with some amazing people.

I developed a good reputation in the neighboring community helping people achieve their fitness goals.

Example: "Over the years, the gym's reputation for excellence grew, attracting clients seeking personalized training and support"

In 2010 I had the privilege of opening a 500 square foot gym on Stony hill rd. Bethel called A-Lasting-Fitness.

Example: " In 2010, Andreas seized the opportunity to further his vision by founding A Lasting Fitness"

Along the way client turned Fitness coach Debra Rydziel came on board to start the TFW(Training for Warriors) small group training program in 2012.

Example: The addition of esteemed fitness coach Debra Rydziel in 2012 signified a milestone for A Lasting Fitness, as she introduced the TFW small group training program.

We were able to continue to help people working remotely throughout the covid pandemic & because of our dedicated clients were able to survive and moved to a larger location in Danbury in July 2020.

After 4 years in Danbury the opportunity to build a new state of the art A Lasting Fitness facility came to fruition! "Even amid the challenges of the COVID-19 pandemic, A Lasting Fitness remained committed to serving its clients. Through remote training and unwavering dedication, the gym not only survived, but thrived, relocating to a larger facility in Danbury July 2020."

We have helped many people of all ages and abilities with their quality of life and overall well being. To helping people develop a safe and strong foundation, lose weight and build muscle as well as teaching safe proper form, technique for a better quality of movement. "Equipped with cutting-edge equipment and a staff of dedicated professionals, the new facility is positioned to elevate the fitness experience for individuals of all ages and abilities."

We look forward to meeting and serving our Brookfield neighbors.

Here use a quote to refer to your own words (think about it like someone is writing an article about you.)

"We are thrilled to open the doors to our Brookfield community," says Washeim, "Our mission has always been to empower people to live happier, healthier lives, and we look forward to continuing that mission in our updated facility."

Now, after four successful years in Danbury, A Lasting Fitness is thrilled to announce the culmination of this journey -- a state-of-the art facility in Brookfield.

Include: For more information about A Lasting Fitness and its services, visit [website] or contact [contact information]

Press Contact:

[your name]

[title]

A Lasting Fitness

[Phone Number]

[email]