

Press Release

FOR IMMEDIATE RELEASE

May 6, 2010

Genre: exercise, fitness, health clubs, kettlebells, business to business, fitness industry

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KettleBell Concepts Galvanized 2010 Trade Show and Convention Set for July in NYC

May 6, 2010 -- "We're back and we're doing it again! But this year, we've added a wider variety of classes and an incredible lineup of presenters that will be coming in from all of over the country. I think I must be out of my mind!" jokes David Ganulin, CEO & Founder of Kettle Bell Concepts. "And I'm the cause of that!" chimes in Event Producer David Bluman. "I took Dave G. out of his comfort zone last year, and I'm doing it again this year. We had over 200 people come in the door last year and we planned it in 4 months with no marketing budget. We needed to get this out there last year. This year, given the level of presenters, we're expecting 500+ easily."

"On so many levels, last year was a huge success," continues Bluman. David Bluman was responsible for operations and logistics on 14 different events and is a veteran in the fitness industry and fitness trade show business. "I've been to my share of conventions and I'm proud to say that I've never seen the vibe and energy that we've created last year . . . and doing it again this year. It was amazing! Even the vendors commented on it. Instead of going back to rooms, presenters were in each other's classes furiously taking notes, encouraging students in OTHER instructor's boot camp classes, and so much more! It was so exciting to see that happening again. And I say 'again' because that's what a trade show should be about and I think the industry has—sadly—started to move away from that. That energy, exchange of information, and camaraderie is what we're trying to encourage . . . and with the presenters we've put together this year—it will only be bigger and more exciting on all levels."

Myrna Brady, the Director of Marketing and Business Development for KettleBell Concepts states, "I still love the idea of 'Galvanized.' On the teleseminars we have been doing with all the presenters, from Renee Diamond, Calvin Wiley and Patrick Goudeau—three of the top group ex presenters in the country—were so excited about being part of this and are excited to teach different formats and to a different audience," states Brady. Other companies continually insist on portraying kettlebells as 'hard core' and, while that's one distinct marketing tactic, we're of the opinion that it turns people off from an otherwise fantastic tool that could help people achieve their fitness goals."

"We're building a convention where yes, people can get an incredible workout with kb's but also take a group ex class or two with some of the best in the business. We also have yoga classes, lectures on business building, Girevoy Sport classes, traditional group exercise classes and more! This is the diversity we're looking to encourage and build up from last year. People who ONLY do kettlebells should try yoga. And visa versa. And you know what? It's already starting to happen

and we hope to continue to facilitate that.”

Some members of the all-star line up include David Sandler, exercise physiologist from the Discovery Channel's Fight Science, Jim Stoppani Ph.D & Senior Science Editor for Muscle and Fitness, James Villepigue & Rick Collins (Co-authors of the best selling *Alpha Male Challenge*) Keli Roberts, Adam Cronin, Vincent Metz, Angie Miller, Nathan Blake, Jose Antonio Ph.D, Calvin Wiley, Renee Diamond, Patrick Goudeau, Buddy Lee, Kira Stokes, Dr. Emily Splichal, Bob Esquerre, and many others.

As the industry continues to learn about kettlebells and what a properly implemented kettlebell program can contribute to a facilities bottom line, vendors are starting to pay attention as well. “I’m starting to get a ton of calls,” says overworked Galvanized Tradeshow and Sponsorship Director Thomas Poling. “We’re proud to welcome back our sole and exclusive distributor, SIL FITNESS as equipment provider as well as Healthy Learning to our event,” says Ganulin. “We have 12 co-branded DVD’s with Healthy Learning that they filmed last year. They are an incredibly respected education company, which of course is what KBC is all about. It’s a great match. This year, there will be even more DVD’s that result from this convention. I’m very excited about how this event is shaping up. We’re currently studying the feasibility of doing two in 2011—one in NYC and one in Florida and, perhaps down the road, other states as well.”

About KettleBell Concepts

KettleBell Concepts, based in New York City, supplies both kettlebells and kettlebell instructor trainings to health clubs personal trainers and boot camps all over the world. Its courses are CEC/U approved by all the major accrediting organizations. The company has trained over 3000 instructors internationally. Prior clients include Equinox, Spectrum, La Palestra Center for Preventative Medicine, LA Fitness, Crunch, NYHRC, TSI, Sports Club/LA, Highland Park Hospital and many others. For further information call (800) 876-6090 x711, email info@kettlebellconcepts.com or visit www.KettleBellConcepts.com or <http://www.kbccconvention.com>