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Media & Promotions Contact:

John DeWitt

JW DeWitt Business Communications

978.544.1918 | john@jwdewitt.com

‘Where Fitness Takes Flight’: Eagle Peak Fitness Gets Brand Workout

North Quabbin Gym Launches New Web Site and Business Membership Programs with marketing partners Montague WebWorks and JW DeWitt Business Communications

ORANGE, Mass., April 22, 2009 – Eagle Peak Fitness, the North Quabbin Region’s premier fitness facility, today announced the launch of its newly updated brand and completely revamped web presence. The new web site, which can be visited at www.eaglepeakfitness.com, seeks to provide prospective and current members an engaging, educational online destination to learn more about Eagle Peak Fitness and to keep up with the latest programs, fitness classes, and other club-related news and events.

“Since we opened Eagle Peak Fitness in 2007, we have sought to offer our members in the North Quabbin region with an uncompromisingly world-class fitness facility, equipment, and programs,” said competition powerlifter and veteran fitness expert Beth Atwood, co-founder and owner of Eagle Peak Fitness. “Now we have overhauled and updated our brand and web presence to reflect the high-quality, personalized experience that Eagle Peak members have come to expect in our gym.”

Eagle Peak’s web site features in-depth information on the club’s key offerings:

- Resistance training equipment, including a capacious free weights room and selectorized machines.
- State-of-the-art cardio equipment ranging from treadmills to recumbent bikes to stairmasters.
- Group fitness and aerobics classes, including ball classes, kickboxing, step aerobics, hip hop dance aerobics, and pilates.
- Expert personal training and on-site massage therapy services.

The web site also is updated on a frequent basis to announce the club’s latest programs, such as the “Spring Into Fitness 2009” program that allows members to establish and then track their progress towards individual fitness goals. Two local marketing partners, Montague WebWorks and JW DeWitt Business Communications, led Eagle Peak’s brand overhaul and web development efforts, which included concept development, design, copywriting, technical development, and launch of the firm’s new brand and programs.



In conjunction with the web site launch, Eagle Peak also is announcing its “Fit For Work, Fit For Life” campaign promoting special membership programs for businesses and corporations in the North Quabbin region. Participating businesses receive discounted registration fees as well as creative, customized fitness programs that encourage employees to participate in programs that improve their fitness and well-being.

“Research shows there are numerous benefits for healthier, more physically fit employees – including decreased absenteeism, higher productivity, and reduced healthcare costs,” Atwood said. “Group membership programs are a fun and inspiring way to encourage broader participation in fitness programs that provide long-lasting benefits for both the business and its employees.”

About Eagle Peak Fitness

Eagle Peak Fitness in Orange, Mass., located in the Orange Innovation Center (formerly Bedroom Factory) on West Main Street, was co-founded and designed by Beth and Dan Atwood. Beth Atwood, a world-champion athlete and fitness expert, brings more than 25 years of personal training and gym management experience to her leadership role at Eagle Peak.

Eagle Peak Fitness provides a welcoming, non-judgmental environment for adult and youth athletes of all ages and experience levels – from exercise novices to fitness enthusiasts to competitive champions. Clean, state-of-the-art equipment and expert personal training encourage both casual and competitive athletes alike to strive for their peak performance – yet our warm, friendly atmosphere also ensures that members always have a good time in the process.

Eagle Peak takes a holistic approach to fitness, focusing on how exercise and diet combine to create health and well-being. We provide personal attention and guidance to every member, and have a variety of programs and services – from personal training to group classes to sports massage – designed to help each of our members achieve his or her personal health and fitness goals.

About Montague WebWorks and JW DeWitt Business Communications

J.W. DeWitt Business Communications, an independent consulting firm based in New Salem, Mass., specializes in marketing and communications for business-to-business, technology, environmental, retail, and industrial markets. In partnership with **Montague WebWorks**, a web development and marketing firm serving more than 100 clients in the Quabbin and Pioneer Valley region, JW DeWitt provides strategic communications programs for large enterprises as well as comprehensive marketing, public relations, Internet, and sales support programs for small to midsize companies. For more information, visit www.jwdewitt.com and www.montaguewebworks.com.