

Curves®

Reading West
July 2010

Hi everyone,

I am proud to announce that CRW has received the distinguished Shining Star award from Curves International and many of you would have seen our plaque on Reception.. To you our members this means that CRW best embodies the Curves principles and you receive the optimal Curves experience. To me this confirms my belief that we have a fantastic team all pulling in the right direction to provide you with the best possible experience, and although the team does change from time to time I am so pleased that throughout the changes we have maintained our core value to provide excellent client service.

As is always the case as soon as we received this award two of the machines started to play up but I hope we have now addressed the problems and so apologies for any inconvenience caused.

For those who attended the pamper evening I hope you enjoyed yourselves. Through your efforts we managed to make a donation of over £200 to the MS Therapy centre in Oxford Road.



The Race for Life event has finally arrived - let's hope for a dry and sunny weekend. We welcome any support you can give on the day.

Have a great month!

Sandy

CLUB NEWS

Staff changes

Many of you would have noticed some new faces to the Curves team and also the return of an old (well familiar!) face in the circuit.

Gemma and Laura are the new recruits, both having excellent skills in fitness and motivation. Sobia has also returned on a limited part time basis so be prepared for that cheeky smile!

Sabbie has unfortunately left the team but we retain a very strong line up to ensure excellent delivery to our members.

“STAR OF THE MONTH”

We are delighted to announce that July's star of the month is Donna Winterbourne who since joining has lost over 23lbs, in excess of 23 inches, and body fat reduction of 4.1% which is brilliant - well done Donna – wear your SOTM purple bib with pride! Donna is also a member of our weight management group

Weight Management

By popular demand the next weight management class will be held on Saturday 10 July from 12.30. Any new members interested in joining the class please speak with Sammie. Subject: Sleep (Ed: wouldn't that be nice!)

“SUPERSTAR OF THE MONTH!”

Massive congratulations to [Aimee Wakefield](#) who has just notched up her 300th workout.

Since starting at Curves (28 months ago) Aimee has gone from a size 26 to a 14/16 – having lost almost 5 stone! “Curves has really worked for me – and I am still going strong” Aimee said.

CRW Loyalty Scheme

Have you collected your card yet – if not please ask Reception. Remember you have to have the card to win the awards!

MIND and Curves Reading West

CRW has been selected to participate in a pilot scheme with MIND, the leading mental health charity to explore synchronicity of brands. This will result in our members being able to donate unwanted clothes, toys, books and bric-a-brac in a specially labeled recycling bin. There will be mutual advertising for both sides.

Look out for the special bin arriving soon!

Health & Nutrition Fact

The calcium craze

You probably know that calcium is good for your bones, but did you know that calcium can also be good for your waistline? Recent research by Michael Zemel, PhD, at the University of Tennessee has linked a high calcium intake to increased fat loss and optimal body composition. If the body has adequate calcium, then the breakdown of fat is encouraged. However, if the body is lacking calcium then it will store fat.

Adequate calcium is also important during weight loss and strength training to protect bone. You can build bone until about age thirty. After age thirty, you enter a period of maintenance. One of the best things you can do for overall health is get your calcium. Whether you get your calcium from dairy products, other high calcium foods (eg broccoli, sardines), or supplements, calcium does a body good!!

It's great to be at Curves!