



motive8 North celebrates first birthday and the Olympic Games

Special offers and The motive8 Games 2012 to celebrate Leeds gym's first year

Leeds, 25 July 2012 – [motive8 North](#), the Leeds-based health and fitness company specialising in personal training and small group fitness, will be celebrating the first birthday of its Marshall's Mill studio in August with promotions, celebrations and The motive8 Games 2012, to commemorate the Olympic Games.

motive8 North's Birthday Week, which runs from Monday 6th to Friday 10th August, will offer free classes and special promotions for new customers and existing personal training clients and gym members, including trying a class for free, 50% off a first training session and gym membership for only £25 per month. For non-members, the open week will be a great opportunity to see the studio for themselves and try out a number of the classes.

And to celebrate the Olympics, motive8 North is asking people to grab four friends or work mates and enter The motive8 Games. Local businesses, residents and existing clients can put together teams of four people to get together and battle it out to be crowned The motive8 Games champions – and whilst there will be some tough challenges, there's also an emphasis on fun.

Free to enter and open to both members and non-members, The motive8 Games will be held on Thursday 9th August and will consist of 10 team and single person events, ranging from traditional Olympic events such as the shot put and sprint relays to old-school favourites such as the egg and spoon, sack race and welly wanging. Cash prizes and medals will be awarded to the top three teams, at the medal ceremony and celebratory drinks which will take place after the Games at local gastropub The Cross Keys.

The celebratory drinks at the Cross Keys are also an opportunity for motive8 North to say thank you to everyone who has supported it in its first year so those not taking part in The motive8 Games are also welcome to join the celebrations.

Jenny Cromack, motive8 North Director, commented, "When we opened the studio our aim was to create a workout environment which had a friendly, community feel where people could get great results and I believe we have achieved this.

"For us, it's not just about performing a personal training session with our clients, but also about the support we provide outside these sessions – helping them stay on track with their training, providing nutritional and weight loss plans, sending out weekly recipes and organising sporting events to give our clients goals to focus on. Reaching a year is an amazing milestone and we're looking forward to celebrating it with our existing members – and hopefully welcoming some new ones on board too."

In order to help people get in shape for The Games, motive8 is offering the following:

- **Gym Membership** – gym membership is only £25 per month and comes with a free gym programme to get you in shape to bag the top prize at The motive8 Games
- **Team Training** – for an extra edge over your rivals, you can book a group personal training session with your team mates for only £10 per person per hour, saving £15 per hour

- **1:1 Personal Training** – in the lead up to the Games, motive8 is also offering personal training at a reduced rate of 10% discount on block bookings

These offers are also applicable to existing motive8 clients and gym members who are competing in the motive8 Games.

For more information:

First Birthday Celebration Offers:

- To take advantage of motive8 North's first birthday celebration offers, visit the gym to pick up a flyer or visit the website www.m8north.co.uk.

The motive8 Games:

- The motive8 Games will be held on Thursday 9th August from 5.30-7.00pm, followed by the medal ceremony and post-Games celebrations from 7.30pm onwards at The Cross Keys (107 Water Lane, Leeds LS11 5WD, www.the-crosskeys.com/index.php)
- For more information about the motive8 Games or if you would like to enter a team please email Jenny at jenny.cromack@m8group.co.uk.

The motive8 North studio is located at 7 Marshall Court, Marshall Street, Leeds, LS11 9YJ.

Ends

About motive8 North

motive8 North is a health and fitness company specialising in personal training and small group fitness. The company was formed through the partnership of a successful personal training company, Jenny Cromack Personal Training, and London-based health and fitness consultancy, motive8 Ltd.

Jenny has been a successful personal trainer in Leeds for the past six years and has worked in the health and fitness industry for over 10 years. In addition to personal training, motive8 also specialises in gym design and school sports provision. Jenny originally worked for motive8 as a freelance personal trainer and when motive8 discovered she had an ambition to open her own training studio, the partnership to create motive8 North was a natural progression for both companies.

For more information, please visit: <http://www.m8north.co.uk/>

For more information, images or interviews, please contact Kate Gordon, kate@aspiremarketingltd.com or 07980 921961.