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New Year, Old Resolution, New Twist: Arizona Residents Get First Taste of Outdoor Fitness Craze

First Annual 'Ultimate Body Challenge' Hits Locations All Over the Valley on February 4, 2008; Camp Joins Forces with Local Business Owners

/24-7PressRelease/ - January 12, 2008 - The Ultimate Body Boot Camp (www.ultimatebodybootcamp.com), a boutique fitness company providing creative and unique outdoor exercise programs, is changing the face of the widespread New Year weight loss resolution this 2008 for Valley residents with the Ultimate Body Challenge. Beginning February 4, 2008, the completely outdoor competition will encourage and motivate each camper to vie for personal success—not only achieve maximum results, but be in the running to win top prizes.

Each Ultimate Body Challenge session will take place around the Valley at local parks or schools, with time options in the early morning or evening. Campers will undergo an intense 12-week program to achieve pinnacle fitness results and nutrition development, ultimately learning how to fuse a healthy diet and effective exercises into their everyday lifestyle.

The Ultimate Body Challenge has teamed up with businesses around the Valley, such as Arizona Spa Girls, Lucy Activewear, Roadrunner Sports, I AM The Center, Sunfare Foods, Landis Cyclery and IntelliDerm Medical Spa, to provide all contestants with the ultimate prizes and gift bags.

Best of all, the competitors will battle against each other for a chance to win the coveted title of the Ultimate Body. There will be an array of prizes for the top 3 place winners—including cash prizes, free sessions of continued Boot Camp training, Spa packages including hair, nails & makeup, massage, gift certificates for new clothes and athletic gear, photography sessions and home food delivery. The first place finisher will also take home a Laser Hair Removal package courtesy of IntelliDerm Medical Spa.

The Ultimate Body Boot Camp has seen wild success through their programs because of the unique approach to fitness and working out. No fancy gym equipment or indoor facility is used, so campers will not only take away a nutritious and healthier lifestyle, but they will be able to continue every workout on their own once the challenge is complete. The antithesis of the traditional gyms, every exercise and training tool the Ultimate Body Challenge gives to competitors can be used at a park or in the comfort of their own home.

"We developed the outdoor exercise and fitness programs to give the Valley a whole new approach to working out," says Richelle Melde, founder of Ultimate Body Boot Camp. "Every member will experience a fresh atmosphere, motivated camper support and resourceful workout tactics that they can take away with them with every session—something that isn't usually found at the gym."

The Ultimate Body Challenge entry selections come in three different package options—ranging from a fully-integrated package that will complete the powerful lifestyle makeover and provide the ultimate body transformation to a basic boot camp course. The Ultimate Body Challenge Menu includes:

 Gold Package: \$1250 entry, unlimited boot camp in all locations, at all times, for the 12 weeks, a customized eating plan, two 1-hour consultations with the nutritionist to design and develop tailored goals and eating plan, unlimited correspondence via email with the nutritionist and the trainer, goal card and t-shirt.

 Silver Package: \$850 entry, basic boot camp for 12 weeks, a general eating plan, limited correspondence via email with the nutritionist and trainer, goal card and t-shirt.

 Bronze Package: \$600 entry, basic boot camp for 12 weeks, goal card and t-shirt.

Every camper can expect to receive the most informed and educated training experience, as each Ultimate Body Boot Camp instructor has a senior level of training and the expert staff members have all been with the company since inception.

"The experience and education level each of the trainers and nutritionists have is far greater than what you expect at a conventional training facility," explains Melde. "They create exciting exercise programs that change the mind-frame of every member; they turn working out from a 'have-do' to a 'want-to'."

For more information on the Ultimate Body Challenge, log on to www.ultimatebodybootcamp.com or call 602-326-4397.