



Press Release Contact Information:

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Starting a new business in a difficult economy can be daunting. Especially if it's a brick-and-mortar place.

Local martial artist and World Champion Javier Lozano, Jr. is opening The Dojo of Karate in the Westminster/Broomfield community of Colorado on July 12th, 2008.

/24-7PressRelease/ - WESTMINSTER, CO, May 06, 2008 - Opening a business in this economical recession could be difficult for any entrepreneur. One can do all the necessary research to make sure the new venture will be successful, but the numbers do not lie - new companies have a 1 in 10 chance of staying afloat within the first year of operation. The odds get better going into the second year with more than a 50% chance of survival - yet those numbers are not always comforting. Even with these high unemployment rates and a spiraling housing market, a quality business can always add great benefits to neighboring communities and families in the area.

The Dojo of Karate is a new, locally owned, and operated martial arts school in between the city of Westminster and Broomfield Colorado. It is conveniently located in the Willow Run Shopping Center at 128th and Zuni. A great site for a family oriented business dedicated to delivering premium Karate and self-defense lessons, quality customer service, and other martial art services such as Karate Pump and Ultimate Karate Training, in a fun and friendly environment.

Owner and Head Instructor, Javier Lozano, Jr. is the founder of The Dojo of Karate, and brings a wealth of knowledge and experience to the table. Javier has been training in the martial arts for over 17 years and currently holds a 3rd degree Black Belt in Wado Karate - a traditional Japanese style. He also competed professionally for several years on a national circuit and won both a State Title and a World Title. In addition to his martial arts accomplishments, Javier graduated with a B.S.B.A. from the Leeds School of Business at The University of Colorado-Boulder in May 2004.

The Dojo of Karate offers martial art lessons to children starting at 5 years old, and adults who are healthy enough to perform physical activities. And, do not worry about your experience level! If you or your child have never trained in Karate before, or have had minimal experience in any martial arts, The Dojo has created 3 distinct martial arts programs with separate classes for age groups and experience levels.

Karate classes are broken out into "A-Days" and "B-Days". For example, Monday's, Tuesday's, and Friday's are considered "A-Days" while Wednesday's, Thursday's, and Saturday's are "B-Days". This allows the student to receive the highest quality of instruction by learning all the necessary curriculum. A typical "A-Day" will cover Wado Karate fundamentals such as punches, kicks, blocks, stances, Katas (choreographed patterned movements) and Kisos (partnered choreographed patterned movements). However on "B-Days" a student will learn sparring drills, controlled free style sparring, and self-defense moves. Segmenting classes in this manner corresponds to societies way of learning in the educational system - certain days designated for certain lessons or subjects.

By training at The Dojo of Karate, students will also learn how to build character through our unique training methods such as building self-confidence through personal development, increasing and maintaining overall fitness, developing self-discipline, improving performance at work or better grades at school, and more. We believe that Karate should be fun, but more importantly - rewarding. Martial arts have shaped many people's lives because of the intangibles offered in training. Students with low self-esteem end up having a higher confidence level. Adults looking to get-in-shape and learn a little self-defense become less stressed from the daily grind at work. Families wanting to spend more time together can easily do so when everyone is involved in Karate. And the list goes on!

Interested in trying out Karate? We suggest you contact The Dojo of Karate and setup an appointment. There's no obligation for two complimentary, 30-minute, semi-private lessons. This will give you an idea if Karate is a fit, and allow the instructor to evaluate you or child's skills. In addition, The Dojo is offering Grand Opening Specials and Family Discounts. New students that enroll in our standard program, Kyu (pronounced Q) Belt Club will receive 1 FREE week of lessons and a FREE uniform, including discounts on monthly tuition. That's over a \$250 value!

Please feel free to check out our website at: www.thedojoofkarate.com. There you can find more information about The Dojo

and other services we offer. Or, email us directly with questions at: info@thedojoofkarate.com.

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