

17<sup>th</sup> December, 2019

Dear Beat the Couch Graduates,

I've been following the success of Beat the Couch for some time, most recently Season 14 which involved the trainers from our gym. We've also started working closely with Catherine Burns (our AVP of Nutrition, Wellness & Community Health) who has of course kept me up to date too. Managing a 5k is an impressive benchmark for beginner fitness and contributes significantly to reducing risk factors for serious disease, so good on you for your participation! At The Waterfront Group, we're committed to supporting a healthier Bermuda – both for a buoyant economy and for the happiness and longevity of the people who live here. As such, we're delighted to have our staff involved with this program and to witness your success.

Catherine also tells me that keeping beginners running over Christmas can be difficult! In fact, keeping people running between seasons in general can be difficult. Without the accountability of an organized group or a specific goal in sight, it can be easy for priorities to shift. We'd like to provide a solution to that and as such, have put together plans for the Trailblazers Running Club. This is open to all Beat the Couch graduates (from any season) who are broadly 5k fit. The club includes five outdoor runs and one indoor gym class a week. These are designed to address all aspects of running: endurance, speed and hill work – as well as building on your flexibility and strength. The training is pitched towards people who like you, are new to running. The goal is to offer continued camaraderie and motivation as a watchful eye from the experts!

We have kept the price for Trailblazers as accessible as possible (details overleaf) and wish to offer you an introductory discounted membership to The Waterfront Gym. We're in a transition from our original branding (The Tone Zone) over to Waterfront Wellness and we'd be delighted if you'd take part in that with us. Our 'look and feel' will evolve a little over the coming months, but we already have a fantastic facility with excellent equipment as well as an incredibly varied class schedule.

If you have any questions regarding membership, Catherine or our trainers (Dawn, Graham and Yves) will be happy to help you. I hope to see lots of you down there in the coming months but in the meantime, congratulations again on all your achievements!

Best regards,



William J. Cox  
President



## Beat the Couch Grads: Waterfront Gym Membership

*Trailblazers (Run Club): \$95 per month  
(run club and locker room/showers)*

*Waterfront Gym Membership: \$150 per month  
(run club, gym classes and all gym access and amenities)*

- Pricing as specified above is applicable to the three-month commitment – Jan/Feb/March 2020. Submit your application now and The Waterfront will gift you free access for the rest of December! Pricing for The Waterfront Gym membership will increase to the regular rate of \$170 per month commencing 1 April 2020. There are no plans to increase the rate for Trailblazers.
- Payments are due monthly on the first of each month and will be billed to your credit card.
- You can upgrade from Trailblazers to full membership at any time. You can pull back from full membership to Trailblazers only after three months.

### Trailblazers (Run Club)

Monday: 6pm, outdoor run with Yves Paul (endurance, flexibility)  
Tuesday: 12.30pm, outdoor run with Catherine Burns (endurance, hills)  
Wednesday: 6.30am, outdoor run with Graham Frith (endurance, speedwork)  
Thursday: 6pm, outdoor run with Graham Frith (endurance)  
Friday: 12noon, indoor class for Runners with Dawn Berry (endurance, strength & flexibility)  
Sunday: 8.30am, outdoor run led by Trailblazers at Horseshoe Bay (endurance)

All runs start and finish at The Waterfront Gym, except the Sunday run (Horseshoe Bay)

Trailblazers offers a mixture of endurance, strength, flexibility, hill and speedwork. Functional warm ups with a cool-down stretch. Out and back routes to time so that we all finish together.

Parking available in the basement level of the Miles Market car park during run times. Locker rooms and showers are available immediately preceding and following the runs on weekdays.



**WATERFRONT  
WELLNESS**  
LIVE WELL WITH US

## Waterfront Gym Membership

Includes:

- 24 Hour access to gym equipment
- Showers and his/her saunas
- Towel service
- Lockers
- Full schedule of classes (Functional Fitness, Barre, Strength/conditioning, Spin, TRX, Core, Yoga, Kettle Bells, HIIT.)
- Trailblazers Run Club
- Personal Training options (extra fees associated)

Example class schedule:

| The ToneZone |   | Group Fitness Schedule<br>Winter ~ Spring 2019/20 |   |                                     |                                       |  |
|--------------|---|---|---|-------------------------------------|---------------------------------------|--|
| Class Time   | Mon                                       | Tue   | Wed                                       | Thu                                 | Fri                                   |  |
| 6.45am       |   |   |   |                                     | Sunrise Ride with Mara<br>45 mins     |  |
| 7.00am       | Functional Fitness with Graham<br>30 mins | HEAT with Graham<br>45 mins                       | TRX with Yves<br>30 mins                  | Yoga with Andrea<br>60 mins         | Body Weight HIIT with Dawn<br>30 mins |  |
| 11.30am      | Booty Barre with Dawn<br>30 mins          | Armed & Ready with Graham<br>30 mins              | Cardio HIIT with Graham<br>30 mins        | Kettle Bells with Yves<br>30 mins   |                                       |  |
| 12.00pm      | Ultimate Upper Body with Dawn<br>30 mins  | TRX with Graham<br>30 mins                        | Freestyle Strength with Graham<br>30 mins | Power of One with Yves<br>30 mins   |                                       |  |
| 12.00pm      | Spin Hi/Lo with Yves<br>45 mins           | Combo Spin with Dawn<br>45 mins                   | Themed Ride with Dawn<br>45 mins          | Combo Spin with Graham<br>45 mins   | Ride & Core with Yves<br>45 mins      |  |
| 12.45pm      | Resist This with Graham<br>30 mins        | Bootcamp Fit with Yves<br>45 mins                 | Step 360 HIIT with Yves<br>30 mins        | Love Your Legs with Dawn<br>30 mins | Mat Pilates with Dawn<br>30 mins      |  |
| 1.15pm       | Core Express with Graham<br>15 mins       |   | Flow Stretch with Yves<br>15 mins         | Plank it Up with Dawn<br>15 mins    | Core Express with Dawn<br>15 mins     |  |
| 3.00pm       |   | VR Spin with Yves<br>30 mins                      |   |                                     |                                       |  |
| 5.00pm       | Yoga with Andrea<br>60 mins               |   | Yoga with Andrea<br>60 mins               |                                     |                                       |  |