

## Adventure Boot Camp calls for sponsors for 2011

Adventure Boot Camp invites all healthy consumer brands who are dedicated to inspiring a change in South African women through health and wellness, to partner with them as sponsors in 2011.



Since its inception in 2005, Adventure Boot Camp has, through exercise, encouraged thousands of women around South Africa to rediscover their zest for life and the importance of health and wellness. The four-week outdoor fitness programme, specifically designed for women, offers an exciting alternative to regular exercise routines whilst under the watchful eye of a dedicated personal trainer.

Says Danica Bloomberg, marketing manager for Adventure Boot Camp: "We encourage all brands who share our passion for health and wellness to not only join us as we inspire women to be the best they can be but to take advantage of this opportunity and talk to a captive female audience!"

### **A very successful franchise**

Adventure Boot Camp was launched by Huenu Solsona, with the first camp taking place at Kirstenbosch Gardens in Newlands, Cape Town. Now five years later, the Adventure Boot Camp brand has grown into a very successful franchise consisting of more than 72 nationwide camps scheduled to launch in January.

Ladies can expect to take part in short distance running, skipping, abs and core training, Pilates, obstacle courses, circuit training, weights, mat work and games. Because exercise is nothing without a balanced diet, a personalised eating plan is downloadable from the ABC website one week before each camp starts.

For more information please contact Danica Bloomberg at Adventure Boot Camp National head office on +27 (0) 82 567 2267 or email [danica@adventurebootcamp.co.za](mailto:danica@adventurebootcamp.co.za).