

# Nite Watches Set To Be The Official Watch For This Year's Fitbrit Challenge

Submitted by: Nite Watches

Wednesday, 1 August 2012

---

Nite Watches is teaming up with Men's Fitness magazine to be the official watch of the 2012 FitBrit Challenge. The challenge is running in every Fitness First gym between 1st September and 24th November and is open to everyone.

The challenge comprises of eight single exercises: a row, a cycle, a run, shoulder presses, bunny hops, press-ups, box jumps and squats. The objective is simple, to complete the challenge in the quickest time possible. Last year's men's winner Ben Simmons stormed the leader board with a time of 10 minutes 19 seconds and Zara Coney, the ladies winner, in a blistering 9 minutes, 51 seconds.

Designed to be accessible, all you need to practice the challenge is a gym and a sports watch (<http://www.nitewatches.co.uk/sports-watch>). Once comfortable and up to speed, entrants can arrange to record a time at their local Fitness First gym – whether a member or not. Times are then sent to Men's Fitness Magazine and posted monthly on the FitBrit website. The top performing entrants with the fastest times are then invited to the final in London.

Roger Green, Founder of Nite Watches commented: "We're proud to be associated with the FitBrit Challenge for the second year running. It's a great challenge that's simple to enter, is open to all and pushes you to be the best you can be. Some of the Nite team will be taking part and I'm sure we'll see the same high standard of competition we've seen in previous years."

"Our sports watches and range of chronograph (<http://www.nitewatches.co.uk/chronograph>) watches are ideal partners for the challenge or any demanding exercise regime. They're designed to survive the toughest conditions and help you excel whether it be off-road, on-trail or in the FitBrit Challenge"

Nite is a renowned British watch brand and manufacturer who pride themselves on producing products designed to the highest standard including the MX10, a tactical watch (<http://www.nitewatches.co.uk/tactical-watch>), that was issued to Special Forces. All Nite watches feature self-powered dial and hand illumination known as (GTLS), making them highly visible and ideal for tough, dangerous and demanding environments.

Contact:

Nite Watches

+44 (0) 1202 487757

[sales@nitewatches.com](mailto:sales@nitewatches.com)

[www.nitewatches.co.uk](http://www.nitewatches.co.uk)