

# Amplify Life launch the one-stop App for total fitness and health

Submitted by: VP Communications

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At Amplify Life we believe there is a better way of living for all us. With our expertise in your hands you can transform your health and fitness for good – and by tapping into the best of tech we are revolutionising the health and fitness landscape of the future.

We start with why → #AMPLIFYYOURWHY

Using AI and your data uploaded from your devices, we deliver tailored coaching across fitness, health, nutrition, wellbeing and sleep. By understanding your 'why' we provide what you need to achieve all your goals through one single, intelligent and holistic app.

Your life... in your hands – #AMPLIFYYOURLIFE

We challenge you to take action now and treat every step towards living better as a cause for celebration. This intelligent, and holistic end-to-end solution is completely FREE, and features include:

- o Coaching advice, training and nutrition plans direct from our experts, athletes and Olympians – Our Amplifiers provide 24/7 support and coaching.
- o Meaningful insights – With built-in intelligence, we are aligned to your aspirations and goals.
- o Single data view – Data is aggregated from your tracking device, performance app and manual input and used to generate performance results.
- o Events – Access the largest database of UK sporting events; sign up, select your training plan and receive expert coaching to get you across the line.
- o Challenges – Stand-alone challenges enhance your training plan and test your performance.

#AMPLIFYYOURLIFE

Download the App for free and begin your journey to a better life today.

<http://amplifylife.com/home>

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## EDITOR'S NOTES

The Amplify Life app has been created by a passionate team working from cool container offices in a field in Horsham. A team of expert developers – the 'nerds' – work with Olympians, triathletes and marathon runners – the 'jocks' – and have combined tech with fitness for a one-stop solution

in an intelligent app.

A survey of 100 18 to 75-year olds conducted by Amplify Life in November 18 revealed that 61 per cent used technology for fitness and that monitoring progress and finding tailored training plans is a priority.

The innovative Band are helping to reshape influencer marketing with their on-board team of Amplifiers, a group of expert online coaches, and influencers in fitness.

Expert comment about all coaching matters is available from our team of Olympians and elite coaches including Greg Cackett, Annie Emmerson and Jonathan Bellis.