

LA FITNESS OFFERS WAKE UP CALL TO UK BUSINESS

Submitted by: Promote Public Relations (Windsor)

Thursday, 30 January 2003

'Active Employees Mean Increased Profits'

Reducing corporate absenteeism is not rocket science, according to Fred Turok, Chief Executive at LA Fitness, Britain's leading health club operator. 'Active employees mean increased profits' is his simple message, which comes in reaction to this week's startling figures from the Work Foundation that show average absence rates across Britain have reached an all time high of nine days a year.

Absenteeism is estimated to cost the UK economy in excess of £10 billion per annum. Fred says: "In today's highly competitive market where profitability is king, it baffles me that so few companies are prepared to grab the bull by the horns and tackle this problem. Reduced absenteeism means increased profit margins, and the way to achieve this is simple. Employers need to be encouraging their staff to develop a more active lifestyle."

A healthy, active work force means reductions in the number of days lost due to sickness, which increases efficiency and has a positive impact on the bottom line. When Dupont in the USA introduced a corporate fitness programme, absenteeism of participants reduced by 48% and a study carried out at the Prudential Insurance Company found that employees involved in the corporate fitness programme took, on average, five sick days less per annum than those employees not involved.

The health benefits of regular physical activity are far-reaching and well documented. Coronary Heart Disease is Britain's number one killer and an active lifestyle can help to reduce the risk of an associated disorder. Performing strength-training exercises can also relieve lower back pain and stretching will help to prevent injuries whilst active at work. When US company Steelcase introduced a corporate fitness programme medical costs were 55% lower for participants than non-participants.

Fred adds: "Working out also makes people feel good about themselves. It improves self-image, and gives people confidence to achieve new goals. When a large percentage of the work force is in a positive state of mind it follows that productivity and therefore profits will increase. If people are happy and content at work they are far more likely to come to work than throw a sickie for minor ailments."

LA Fitness offers wake up call

Fred feels so passionate about 'getting the workforce active' that until February 28, LA Fitness is offering company directors the opportunity to contact LA Fitness and secure five day passes for all employees to go along to an LA Fitness club to enjoy the benefits of exercise and kick start their new active lifestyle. If those employees then choose to join the club £100 will be discounted from the standard joining fee. If you are a company director and would like to offer your staff this opportunity please contact LA Fitness on 0800 358 6030.

Words: 448

For more information please contact:

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or

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Editor's Note:

Award winning LA Fitness is the market leader when it comes to offering a wide range of fitness options in a convenient location. With the aim of being the friendliest club in town and providing health and fitness in a fun, vibrant environment it is not surprising that over 125,000 people across the UK choose to workout in an LA Fitness club. Now established as one of Britain's fastest growing and most successful health club operators, LA Fitness has 57 clubs across the UK, two clubs in Spain.