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Performance Fitness Unveils New “Get Happy” Fitness Program, Friday, March 21

Penn State Study Linking Regular Exercise to a Happy Life Inspires Main Line Studio’s New Fitness Program

WYNNEWOOD, PA, MARCH 2014—As Pharrell’s dance jam continues to dominate the airwaves, Main Line-based Performance Fitness announces a new program, “Get Happy,” in recognition of March 20 as International Day of Happiness. Inspired by research, the program promotes the idea that exercise leads to a happier life. Performance Fitness’ “Get Happy” program kicks off Thursday, March 20th, at its Havertown location.

Owner Michelle Collier says the idea came to her after reading about the connection between happiness and exercise. Performance Fitness will use a combination of bodyweight training and the TRX Suspension Trainer, as well as Kettlebells for its “Get Happy” workout.

“Happiness is a fundamental human goal. According to researchers it's been scientifically proven that consistent exercise leads to a more satisfied and happier life,” Collier said. “Plus we all have the best piece of fitness equipment at our disposal 24 hours a day—our own bodies.”

One study Collier references is a Penn State University study which found that more physically active people reported greater general feelings of excitement and enthusiasm, compared with less physically active people.

Study researcher Amanda Hyde said the team found that people who are more physically active have more pleasant-activated feelings than people who are less active, and that people have more pleasant-activated feelings on days when they are more physically active than usual.

Hyde added that doing more exercise than one’s usual routine can provide a burst of pleasant-activated feelings.

“So today, if you want a boost, go do some moderate-to-vigorous intensity exercise,” said Hyde.

Another recent study by University of Bristol research found that people who exercise on work days are more productive, happier and suffer less stress than on days they don't work out.

According to Research Associate Jo Coulson, if people try to fit an active break into their working day, they might also experience the added bonus of their whole day feeling much more productive.



"And that always feels good in our busy lives," Coulson said.

Collier listed five ways that exercise through Performance Fitness' "Get Happy" program will make people happier in life. Exercise:

1. Increases energy. "Get Happy" program participants will notice increased energy levels, which means feeling less tired and getting more things done, which leads to a more satisfied life.
2. Makes for a sounder sleep. With a sounder sleep, program participants tend to feel better and get out in the world and do more of the things they love to do.
3. Increases blood calcium, which stimulates dopamine production in the brain. Increased dopamine makes program participants feel good naturally.
4. Promotes the production of neuro hormones such as norepinephrine that are associated with improved cognitive function, learning and elevated mood in participants.
5. Has the power to transform "Get Happy" program participants' bodies, making them look and feel better. Individuals who feel they look good also feel more confident, self-assured and happy.

"You can never be too happy. It's what we all want in life. Often we focus on all that's wrong with this world instead of our own happiness. The International Day of Happiness is a great idea and we want to do our part to put a smile on people's faces," said Collier.

To register for the "Get Happy" fitness program, call Performance Fitness at 610-789-0468 or email info@performancefitnessllc.com

Performance Fitness, LLC, is a mobile fitness training company serving the Main Line and surrounding areas since 2003. Led by Michelle Collier, who holds multiple training and fitness certifications including two in Russian Kettlebells, Performance Fitness features a team of fitness trainers who deliver sustainable, measurable results through group and personal options. Find Performance Fitness online at www.PerformanceFitnessLLC.com. For general information, call 610-789-0468.

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Image caption: Michelle Collier, owner of Main Line studio Performance Fitness, unveils a "Get Happy" fitness program Thursday, March 20th, in conjunction with recognition of March 20 as International Day of Happiness. (Photo: Christine Dorian)