

# Loggerhead Fitness Opens in Juno Beach

Center Emphasizes Hometown Atmosphere and Member-First Methodology

An A. B. C. Gym-Anything But Corporate

**June 30, 2005**

June 30, 2005, Jupiter, FL - From the remnants of Waterfront Fitness comes a new era in health clubs and functional training facilities. Under the ownership and guidance of brother and sister fitness professionals Rick Opton and Kathrynne "Keo" Opton, newly renovated Loggerhead Fitness is a comprehensive health and fitness facility for adults ages 15 and up. The owners refer to the facility as an A. B. C. gym. The acronym stands for Anything But Corporate and addresses the hometown nature of Loggerhead Fitness.

Rick Opton states, "We are located in close proximity to the *Town of Jupiter* and the *Town of Juno Beach* and our identity is that of a *hometown gym*. Big corporate is one way of running a gym and the major franchises have succeeded following that philosophy. However, that's not a direction Loggerhead Fitness will take." He continued, "It's corny but we want to be the Cheers of our industry. Everyone really will know your name."

Located at 901 Donald Ross Road in Juno Beach, Florida, Loggerhead Fitness provides state-of-the-art functional cardio, resistance and free-weight training equipment suited to a range of fitness levels. The center's team of highly certified personal trainers is available by appointment to design customized programs based on members' specific abilities and goals. The center also offers a multitude of classes in the designated fitness studio, including Spinning®®, aerobics, Mat Pilates, yoga and karate.

"Our new fitness center provides top of the line equipment and a comprehensive array of programs for members of varying ages and levels of fitness. Our goal is to deliver unparalleled healthy-way-of-life services in a family-oriented atmosphere for people ages 18 to 80," stated Loggerhead Fitness General Manager Keo Opton. "We are a friendly neighborhood club, here to meet the health and fitness needs of the entire community. Loggerhead fitness is a fundamental resource for those seeking a healthy and active way of life. At Loggerhead Fitness our methodology is members first. We are here to serve their needs. We constantly evolve to meet the goals of our clients. Their input is the blueprint for our success."

Loggerhead Fitness specializes in Functional Training. Functional Training is purposeful training designed to strengthen the back, core and improve balance. Specific areas of the fitness floor are filled with colorful tools and pieces of stability equipment resembling toys. This form of integrated training provides challenge, yet is fun and interesting. From carrying groceries up a flight of stairs to running to catch a bus, life's daily activities challenge the muscular, cardio respiratory and central nervous systems. If movements can be identified as being performed on a daily basis, they can be duplicated with a resistance. This will not only improve levels of fitness but also quality of life. Functional training is an exercise that has direct results and purpose other than just aesthetics.

Loggerhead Fitness will host an open house November 17, 2005, from 5:00 PM to 10:00PM. In addition to several noted guest speakers, contests and raffles will be held with winners receiving free club memberships, personal training sessions and other valuable educational prizes. Loggerhead Marinelife Center will stage an exhibit with special guest Jonah, a rescued baby Loggerhead turtle. Loggerhead Fitness is open seven days a week. Hours are Monday thru Thursday, 5:30 AM to 10:00 PM; Friday 5:30 AM to 9:30 PM; Saturday 7:30 AM to 6:00 PM; and Sunday 8:00 AM to 6:00 PM. For more information on Loggerhead Fitness contact Bobbie DuBose at 561-746-6077, or via email at [bellagroup@adelphia.com](mailto:bellagroup@adelphia.com).