



MANAGER KEO OPTON pauses for a quick photo before returning her attention to a client on the treadmill.

Loggerhead Fitness Grand Opening Nov. 17

A new approach to fitness opens right around the corner

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If you've been trying to convince yourself to get back on the fitness bandwagon, but the thought of getting your sweat on in front of perfectly tanned and toned bodies makes you reach for another donut instead; today's the day to put the donut back down.

Check out Loggerhead Fitness on Donald Ross Road for a new approach to a fitness club. Co-owned by brother-sister team Rick and Keo Opton, Loggerhead is not your average hormone-charged gym.

Although the space in which Loggerhead Fitness now stands has been a gym for ten years, it wasn't until Mr. and Mrs. Opton took over that it really became a place to get healthy.

Mr. Opton, owner, offered to buy the gym when an interim management team was pulling out of a previous sale offer.

Ms. Opton explains that her brother wanted to do something that would revitalize the club and help members and the community.

Over \$100,000 was spent on renovations to get the facility in tip-top shape.

The result is a cozy, inviting gym with state of the art equipment. A friendly, knowledgeable staff with a welcoming, helpful attitude complete the package.

The facility is in a relatively small space, but it boasts top of the line equipment such as ARC trainers (voted best fitness machine in the industry two years ago), True treadmills, Precor bikes, and Schwinn Spinning bikes. Loggerhead is a results-oriented gym. This isn't a massive corporate-owned facility where you will get lost in the hordes.

Keo Opton refers to Loggerhead's fitness planning as total body training with a purpose.

Ms. Opton, general manager, is eager to share her extensive knowledge of fitness. She takes

the time to personally guide members in the right direction for reaching their fitness goals.

Whether you've been doing the same workout for years and not seeing the results, or you're taking on a fitness regimen for the first time Ms. Opton wants to talk to you. 'I enjoy seeing the change fitness makes in people's lives and sharing their successes on their quest for wellness and health,' she explains.

And Ms. Opton is well qualified to help you on your journey with a long background in fitness including working at a 6,000 member club. She has been an aquatic and land trainer with extensive post-rehab experience.

The instructor staff at Loggerhead know about 'core' and 'functional training' with an emphasis on maximizing the efficiency of workouts.

Visit Loggerhead Fitness November 17th for their grand opening to be held in conjunction with a fundraiser raffle for The Marine Life Center.