



## **Exercise and Industry**

### **1. Fitness scheme for shift workers rolls out Nationwide HR Magazine**

Launched by the FIA (Fitness Industry Association) in 2010, Shift into Sports provides shift workers with access to sports, fitness and pay-as-you-play opportunities at low-cost and with no long term contracts by taking advantage of facilities during off-peak times.

[HR Magazine](#)

### **2. Gym Jan The Times**

Can paying through the nose not to exercise offer a path to fitness?

[The Times](#)

### **3. Big belly Britain: Number one resolution for Brits is to lose weight (but will they stick to it?) Daily Mail**

Without a doubt though, the majority of new year's resolutions made by Brits are some sort of vow to make 2012 a healthier year. After losing weight, the second most popular resolution is the pledge to get fit. Third is to eat more healthily.

[Daily Mail](#)

### **4. Is Zumba the key to London's Olympic legacy? BBC Sport blog**

Sport does not have to be competitive. It does not need pitch markings. It does not even need to be that organised. But it does need to be accessible, fun and inclusive. That means being more attractive to women, the young and the old, being affordable and easier to fit around busy lives.

[BBC Sport blog](#)

### **5. Baroness Campbell: Olympic legacy for youth sport needs proper funding**

## **The Guardian**

A year after forcing a partial government U-turn on plans to scrap the dedicated national budget for school sport, the chair of the Youth Sport Trust has warned that long-term funding must be guaranteed if there is to be any lasting legacy from the 2012 Games.

[The Guardian](#)

## **6. How personal training got really personal The Times**

A new breed of health centre where medicine meets fitness is on the rise.

[The Times](#)

## **7. Proof you CAN lose weight eating the food you love! The Mail teams up with the world's most trusted weight-loss experts Daily Mail**

Studies show that most of us underestimate the calorie count in food but hugely overestimate the number of calories we burn through exercise. Many diets encourage participants to be active with latest statistics recommending an hour's exercise is needed every day to maintain any weight lost.

[Daily Mail](#)

## **8. Free running shoes for all could get Britain back on its feet again The Telegraph**

The latest figures on sports participation, released last month, were wretched. The number of people playing sport regularly (three times a week or more) had declined by 11,200 since 2010. A miserable 57.8 per cent of those asked had done no exercise at all in the past month.

[The Telegraph](#)

## **9. Beam me up Scottish Daily Express**

Available at Virgin Active gyms nationwide this month, beaming comes from America where it is popular at celeb-packed Crunch Gym on Sunset Boulevard in Los Angeles.

[Scottish Daily Express](#)

## **10. Kits to help your fitness motivation Computer Active**

Dr Bicknell warns that using fitness applications should always be done with care. When using a gym people can be supervised and given specialised, expert advice on what exercises to do.

[Computer Active](#)

