



Tuesday 17th January

1. The new get fit quick schemes The Independent

As exercise routines evolve as quickly as a Usain Bolt photo finish - this year's most invigorating fitness trends range from drag-queen dancing to hi-tech health.

[The Independent](#)

2. Reebok reveals global brand strategy Marketing Week

Reebok is preparing to launch a global brand strategy to position itself as the world's primary fitness brand, and will feature sportsmen including Lewis Hamilton and cricketer MS Dhoni in a campaign to support the new direction.

[Marketing Week](#)

3. Virtual exercise better for pensioners' minds and bodies, study finds The Telegraph

Despite the health benefits only 14 per cent of adults aged 65-74 years old, and only seven per cent of those over 75 exercise regularly.

[The Telegraph](#)

4. Rise in number of 'younger' knee replacements BBC

UK experts believe the nation's growing obesity problem is partly to blame for the rise, putting strain on the knees.

[BBC](#)

5. Health body takes aim at nutrition therapists Fitpro News

The British Dietetic Association (BDA) has highlighted the difference between dietitians and nutrition therapists as a glut of new diets saturates the new years' media.

[Fitpro News](#)

6. Kick start the fitness drive with Kung Fu Manchester Evening News

Here in Manchester we need motivation to fulfil our fitness goals with a quarter of us feeling that it's just too much like hard work, according to those muscle-toning people at Slendertone.

[Manchester Evening News](#)