

Marketing



TV trainer
Jillian Michaels

**24 Hour Fitness is
Losing It With Jillian**

24 Hour Fitness Worldwide, Inc., the largest privately owned U.S. club chain, which has made its indelible mark, in part, by working with celebrities, the Olympics, and television shows, has done it again. The San Ramon, California-based chain, which has been a sponsor of NBC's *The Biggest Loser* for nine seasons, has now partnered with its popular spinoff, *Losing It With Jillian*.

The new program, featuring Jillian Michaels, a *Biggest Loser* trainer, focuses on her attempts to help severely overweight families achieve their weight-loss goals.

24 Hour is providing participating families with a free one-year club membership, a bodybugg calorie counter, and complimentary personal training. —

Movers & Shakers



David Ciantar

**Anytime Fitness
Names David
Ciantar New GM**

→ The Australian/New Zealand master franchisee for Anytime Fitness has named David Ciantar its new general manager. In the post, he'll be responsible for managing the franchise support team, accelerating club openings, and overseeing properties. His appointment will allow the master franchisees to devote more time to strategy, marketing, and public relations. —



Renae Cassam

**Renae Cassam
Joins Houstonian
as Spa Director**

→ Renae Cassam has been hired to serve as spa director of Trellis, The Spa, at The Houstonian Hotel, Club, and Spa in Houston, Texas. Cassam will oversee the 17,000-square-foot facility's treatment rooms, nail and makeup salon, hair salon, and staff of 115. Her résumé includes the Ritz Carlton Golf Club and Spa in Jupiter, Florida, and at The Mansion on Peachtree and the Spa Intercontinental, both in Atlanta, Georgia. —

Programming

Fitness First Achieves Inclusive Fitness Landmark

Fitness First Group, Ltd., the largest club company in the world in terms of number of facilities, has been recognized for its commitment to serving disabled individuals by the Inclusive Fitness Initiative (IFI). The U.K.-based chain, with more than 530 locations worldwide, is working not only to create accessible facilities, but also to encourage the disabled to engage in physical activity.

Recently, 24 of its U.K. sites were accredited through the IFI's National Sports Foundation (NSF) program.

"Fitness First is committed to making the world a fitter place, with no exclusions, and we're pleased to be making these changes, with immediate effect," says John Gamble, the company's managing director. "It's a landmark step forward for the fitness industry, and we're pleased to be the first major health club group to offer this.

"The scale and depth of Fitness First's commitment to the IFI NSF program illustrates that inclusion of disabled people is both the right thing and also represents a sensible business decision," notes Sue Catton, the IFI's national director. —



John Gamble