



## JuggleFit LLC Press Kit

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## Heather Wolf's Bio

Heather Wolf has taught thousands of people of all fitness levels to juggle in JuggleFit® classes and workshops, and even more as the instructor in the Juggle Your Way to Fitness DVDs. She is recognized for her simple teaching methods and ability to get students juggling within minutes. She is certified by the American Council on Exercise as a personal trainer and group fitness instructor.



Utilizing her tech-savvy skills, Heather has also developed the company's Shake-A-Snack and JuggleFit Tracker apps for iPhone® and iPod® touch.

## The JuggleFit® Story

The idea for JuggleFit® started in 2004, when Heather Wolf experienced a desire to share an exciting and versatile form of exercise she had learned while touring as a musician for the Ringling Bros. and Barnum & Bailey circus - juggling. Knowing that it provided an extremely beneficial workout for both body and brain, Heather sought out to dispel the myth that it was a novelty skill reserved for extremely coordinated individuals and performers. She saw no reason why juggling should not be as common an exercise as riding a bike or walking. Heather committed to making this vision a reality, and JuggleFit LLC was born.

Heather quickly discovered that juggling accommodated a wide variety of fitness goals. Her students included new exercisers looking for an alternative to rigid workouts, professional athletes seeking to improve coordination and reaction time, parents looking for a way to workout with their kids, and seniors wanting to stay limber and mentally sharp.

In 2008, Heather realized that her vision of juggling becoming a common form of exercise required that JuggleFit® reach a wider audience. The company produced two fitness DVDs that feature Heather and are modeled after her live classes. Juggle Your Way to Fitness Beginner and Intermediate Level DVDs, as well as other juggling fitness products, are available at <http://www.jugglefit.com>.

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## Products & Services

### DVDs



Juggle Your Way to Fitness  
Beginner Level  
with Heather Wolf



Juggle Your Way to Fitness  
Intermediate Level  
with Heather Wolf

### Fitness Equipment



JuggleFit™ Juggling Balls  
(set of 3)



JuggleFit™ Juggling Scarves  
(set of 3)

### Applications

For iPhone® and iPod® touch



Shake-A-Snack



JuggleFit Tracker

### Live Classes & Workshops

JuggleFit LLC offers classes and workshops that teach people how to juggle for fitness and educate them about the benefits juggling has for the body and brain.

- Live, hands-on instruction in juggling for fitness
- Information on the benefits of juggling for the body and brain
- Offered on-site at customer location
- Customized to fit the needs of customer's organization or event



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## Fast Facts

### Juggling Is Easier Than Riding A Bike

Contrary to popular belief, juggling is relatively easy to learn. Juggling is even easier and safer than riding a bike. When learning from JuggleFit® DVDs and classes, most people can learn to juggle in 15 minutes or less. Many JuggleFit® customers have remarked that, while others have attempted to teach them to juggle, they could never get it. These same people learned to juggle in less than 5 minutes from JuggleFit®.

JuggleFit® starts exercisers off juggling with scarves, which move slowly through the air and are easy to catch because of their large surface area. This enables one to experience the juggling pattern in slow motion, making it a cinch to move on to juggling with balls. As JuggleFit instructor Heather Wolf explains, "If you can juggle with balls, then you can definitely juggle with balls it just takes more practice!"

### Juggling Has Been Shown to Increase Gray Matter in the Brain

A study published in Nature Magazine (Dec. 2006) found that juggling increased the amount of gray matter in the brain. Participants in the study were divided into two groups and studied for a period of three months. The group that juggled showed increased levels of gray matter in their brains. The gray matter levels of the group that did not juggle remained the same.

Another study published in PLoS One Science Journal (July 2008), found that learning to juggle changed participants' brains in one week, increasing gray matter in the motion sensitive area of the brain.

### People Who Consider Themselves Uncoordinated Can Learn to Juggle

Much to their surprise, JuggleFit® customers who thought they were too uncoordinated to learn are now juggling. In fact, JuggleFit® has found that these are usually the people that are getting the most throws and catches by the end of a JuggleFit class.

## FAQs

### Is juggling really exercise?

Most definitely yes! Juggling is body and brain exercise at the same time. Here are just a few ways that juggling is exercise:

#### Body

- Burns 280 calories per hour
- Tones upper body & strengthens core
- Improves balance & coordination
- Relieves physical stress

#### Brain

- Increases gray matter
- Sharpens focus and concentration
- Clears the mind, relieving mental stress

### What if I'm uncoordinated?

No matter how uncoordinated you are, you can still learn to juggle. Everyone looks uncoordinated when they first learn to juggle since this is a new movement pattern for the body. This is one of the reasons juggling is good for you – it improves your coordination while challenging your body and mind in new ways.

### How long does it take to learn to juggle?

Through JuggleFit® classes and DVDs, most people can learn to juggle with JuggleFit® scarves in 15 minutes or less.

Some people take longer to learn to juggle than others. All this means is that you are exercising your brain and body connection even more, becoming more coordinated with each throw, and mentally sharper with each catch.

### What's different about learning to juggle from JuggleFit® than from someone else?

JuggleFit® students pick up juggling quicker than through other methods, as reported by actual testimonials. Having taught thousands to juggle, Heather Wolf knows how to identify common stumbling blocks and correct them. These troubleshooting tips are included in the JuggleFit® DVDs. Students have also remarked how confident Heather is in her students' ability to learn, encouraging them each step of the way.



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## Testimonials

"I am practicing with scarves everyday and I laugh so much I can't see the scarves! I already feel the mental boost that I get from the physical activity and laughing!"

**Lynn Marie Price**  
Early Steps  
Children's Medical Services  
Florida Department of Health

**Candace Segar**  
Island Times

"The thing that really amazed me was the exercise factor...I could feel the effects in my shoulders and arms...The best part of all was the immense satisfaction I felt when I juggled three balls."

"What a workout! I jog alot, but do little towards upper body and core strength exercise. Juggling is a simple way to get a workout in a non-strenuous way."

**Larry Waszink**  
Florida Department of Health

**Bridget Fluegge**  
Director of Technology  
Episcopal Day School

"Wow!"

"Your technique worked so well. I am still amazed that you taught me to juggle in less than 10 minutes!"

**Christine Tso, CPA, CFE**

**CeCe Edwards**

"It [juggling] was always something I wanted to do. I was surprised that it was so easy to learn!"

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