



BALANCE Fitness Studio for women

370 Davenport Avenue

New Haven CT 06519

(203) 624-9999 office

(203) 464-5397 cell

info@balanceCT.com

For more information please visit any of the websites below

www.NewHavenBootCamp.com

www.FatLoss10.com

www.FitMuslimah.com

www.FitMuslimahSummit.com

www.CTfitnessChallenge.com

About the Owner and Head Trainer Mubarakah Ibrahim



Mubarakah is a certified personal trainer and the owner of [BALANCE fitness Studio for women](#) in the city of New Haven, CT. She offers personal training and fitness education. In addition, she lectures, promotes and conducts workshops on alternative health, fitness and healthy living throughout the United States. In her fitness career she has gained a reputation as a leader in innovative fitness for women. She has appeared on [The Oprah Winfrey Show "Thirty-something in America"](#), (July 2008) in addition to dozens of local and national appearances. Her recognition includes multiple appearances on ABC affiliate WTNH News Channel 8, CBS radio Affiliate WELI Morning Show and has contributed to Prevention Magazine on

an article and fitness program for fitness for women over 40 (November 2008 issue) and the New York Times on Muslim Women and Exercise (September 2009). She was voted among the best of CT's best personal trainers and BALANCE fitness Studio for women New Haven County's Best All Women's Health Club by the New Haven Advocate's Readers' Poll for 4 consecutive years, winning first place more than once.

Her innovative fitness studio functions on the philosophy of "*whole fitness*", the belief that physical, mental and spiritual well-being is intertwined, the strengthening of one, strengthens them all and the weakening of one, weakens them all. It is with the philosophy of "*whole fitness*" that Mubarakah (pronounced moo-ba-ra-ka) has worked with women and wellness related issues for the past twelve years.

Her fitness education was earned through the internationally recognized Aerobic and Fitness Association of America (AFAA) as a Certified Personal Trainer/Fitness Counselor. She also holds several other certifications, including pre/post natal certification, Group Resistance Training, and both beginner and advanced Mat Science Instructor certifications. In addition she has studied both core training and women specific training through the C.H.E.K. institute. Mubarakah received her academic education at Albertus Magnus College (New Haven, CT), majoring in English as well as Southern Connecticut State University (New Haven, CT), majoring in Exercise Science.

She has been a resident of New Haven CT for 18 years and the founder of the [Fit Muslimah Summit](#), a three day fitness retreats throughout the United States, exclusively for Muslim women and girls to encourage them to improve their health and fitness.

Mubarakah's commitment to CT and New Haven is reflected in her community involvement. Mubarakah Currently sits on the Economic Development Corporation (EDC) Board, a non-profit organization whose goal is to attract and retain business in the city of New Haven, Yale Hospital Birthing Center Steering committee and The city of New Haven's Health Matters Committee and Women and Girls Commission. Her involvement in local activities such as the New Haven Arts and Ideas festival each year, in addition to showing initiative to help improve the health of the residents of CT by recently hosting the first CT fitness challenge, to help New Haven County residents lose weight to reduce their chances of developing diabetes. The Ct Fitness Challenge was hosted and funded by BALANCE fitness studio and all the proceeds received through competitors registration went directly to the American Diabetes Association.



Media Appearances

- The Inner City Newspaper October 2006
- The New Haven Independent October 2006
- The New Haven Independent April 2006
- The New Haven Independent March 2006
- WELI Morning Show (CBS Affiliate) March 2006
- News Channel 8 (ABC Affiliate) June 2005
- News Channel 8 (ABC Affiliate) June 2005
- New Haven Advocate February 2005
- WYBC The Electric Drum Radio Prog. July 2004
- Oprah Winfrey Show July 4, 2008
- News Channel 3 (CBS Affiliate) January 2007
- News Channel 8 (ABC Affiliate) July 2007
- The Inner City Newspaper June 2007
- News Channel 8 (ABC Affiliate) July 2009
- Fit and Healthy Muslim Woman
(RadioIslam.com) January 2010
- News Channel 8 (ABC Affiliate) May 2010

Cover Stories

- Cover Story: Hartford Current Newspaper August 2007
- Talking Point: Bridges TV August 2007
- Cover Story: Chicago Tribune Newspaper October 2007
- [Cover Story: New Haven Advocate](#) April 17, 2008
- Prevention Magazine Contributing Expert November 2008
- New York Times Lifestyle : Muslim Women and Exercise September 2009

Community Involvement

- Whalley Avenue Special Service District (WSSD) Member 2007-2009
 - Whalley Avenue Special Service District Board (WSSD) Member 2007-2009
 - Economic Development Corporation (EDC) Board Member 2008-Present
 - Launched the CT Fitness Challenge April 2009
 - Yale Birthing Center Steering Committee 2009-Present
 - City of New Haven Health Matters Committee 2010-Present
 - City of New Haven Women and Girls Commission 2010-Present
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**Honors &
Awards**

Community Service Award - Mount Zion Seventh Day Adventist Church April 2007

Award of Recognition – Women of Strength of Family Islamic Society of North America (ISNA) July 2007

Business Woman of the Year – The National Association of Negro Business and Professional Women March 2008

Proclamation of the City of New Haven – Mayor John DeStefano Jr. March 2008

Positive Community Example Award - Al-Aziz Islamic Center – March 2008

Official Citation of Office of the CT Attorney General – March 2008

Best All Women’s Health Club: 3rd place – New Haven Advocate Reader’s Poll 2007

Best All Women’s Health Club: 1st place – New Haven Advocate Reader’s Poll 2008

Best All Women’s Health Club: 1st place – New Haven Advocate Reader’s Poll 2009

Best Personal Trainer: 2nd place – New Haven Advocate Reader’s Poll 2008

Best Personal Trainer: 1st place – New Haven Advocate Reader’s Poll 2009

Best Personal Trainer: 2nd place – New Haven Advocate Reader’s Poll 2010

Proclamation of the State of CT Governor Jodi Rell – September 2010

About the Studio BALANCE fitness is a premier personal training and fitness education company (in New Haven, CT). We offer one-on-one personal training, outdoor fitness boot camp, private specialized fitness instruction, as well as health and fitness education and corporate programs. In 2007, 2008 and 2009 New Haven Advocate's Readers Poll voted both our studio and our owner and head trainer among New Haven's Best. Our clients recognize that our services are innovative, personalized and results centered.

Our Philosophy

BALANCE fitness functions on the philosophy of "whole fitness", the belief that physical, mental and spiritual well-being are intertwined, the weakness of one, weakens them all and the strengthening of one, strengthens them all."

Our Mission

Our mission is to create a healthier world, one woman at a time.

Our Training Method

BALANCE fitness believes that every person is unique and deserves a lifestyle enhancement program customized to their physical abilities, health and fitness goals and their unique lifestyle preferences. We believe that each client should enjoy the challenge of fitness as a part of their overall journey of wellness. With both one-on-one personal training and Outdoor Fitness Boot Camp we believe in creating a feeling of team work and support that will allow clients to get the results they desire with the proper guidance.

Our Trainers

BALANCE fitness staff are all nationally certified personal trainers with various specialties, including nutrition, massage, and physical therapy. Each trainer is fully insured, CPR certified and holds a BA in an exercise related field and/or a National Personal Training Certification.

Hours of Operation

General Information: Monday-Friday 10:00 Am – 6:00 PM, Saturdays by appointment

Personal Training Hours: 5:00 Am – 8:00pm

Employees: 3 contracted personal trainers, 1 Licensed Dietician

Community Partnership

From its establishment BALANCE fitness has had a strong belief networking and community improvement. In the summer of 2007, we headed the first “Whalley Avenue Wellness Fair” in the parking lot of the current location as an effort to bring positive activity to the area. We’ve worked in partnership with Alpha Kappa Alpha Sorority (AKA), Inc, Theta Epsilon Omega Chapter (New Haven, CT) for the last two years in helping improve the health and fitness of its members. We contracted group classes, preformed health assessments for its members and maintained health statistics for the participating members for their Health Challenge initiative, funded by the Connecticut Health Foundation, to raise awareness and address health disparities among African-American women.

Recently we brought awareness and helped raise money for the American Diabetes Association by initiating the first CT fitness Challenge, a 12 week weight loss challenge that encourages New Haven County residents to lose weight in effort to reduce their chances of developing diabetes. We recently awards 3 people one thousand dollars for losing more than 10% of their body weight, while donating all of the registration cost of over 50 participants to the American Diabetes Association.

In addition by currently working with Community Interventions for Health: New Haven Collaborative “kick off” during the Arts and Ideas Festival 2009, shows our continued commitment to improving the state of health for every person in CT.

Community Impact Statement and Partnership

According to the Center for disease control the prevalence of obesity among adults in Connecticut is 21.2%. That rates jumps by almost 5 points in New Haven County, where 25% of all adults are overweight or obese. BALANCE fitness is one of the few businesses whose mission is to help decrease that overall number while improving the health of the residents of its city. The mission on which we are based is grounded in the belief that health and fitness is right of each individual and it is our responsibility to help not just our clients but all of New Haven and beyond live healthier lives. Unlike large gyms where anonymity can becomes the nemesis of improved health and fitness, BALANCE fitness brings “the people touch” to the health and

fitness of every person we come in contact with. More than just a name on a building, as a small business owned by a long-time New Haven Resident we come as a community based health and fitness company that believes in reaching beyond the walls of its establishment which will enhance the services New Haven Parks and Recreation. Its quality personalized services and commitment to community will provide the ideal business partner to provide this results driven program to city residents.