



Media Kit

FIT  TOWER™  
SCULPT. TONE. STRENGTHEN.





This comprehensive home workout system incorporates elements of yoga, ballet, Pilates + traditional strength training providing limitless exercise possibilities to tone and strengthen the total body while also increasing flexibility and endurance.

The patented Fit Tower™ design includes a foam covered comfort cross bar that adjusts to 10 different levels making it functional for many different types of exercise and comfortable for individuals of varying heights.

“

*I am a very active person and consider myself a more advanced user, and I loved all the different ways Fit Tower can be incorporated into my fitness routine.”*

Philadelphia, PA // Fit Tower Customer

The Fit Tower™ is easy to assemble and easy to store making it the perfect choice for exercisers with limited space for equipment in the home environment.

The Fit Tower™ Workout System includes the patented Fit Tower™ with 10 adjustable workout levels, a Medium-Tension Loop Resistance Fitness Band, a Light-Tension Long Resistance Fitness Band, an Exercise Mat and 3 Progressive Workout DVDs.

Introducing Fit Tower™  
Launched 2016

**FIT TOWER™**  
SCULPT. TONE. STRENGTHEN.



## Fit Tower™ Workout Programs,

led by Fitness Professional Cathe Friedrich, are dynamic total body workouts designed to improve your overall fitness level.

These uplifting DVDs focus on lower body, upper body and core strength while additionally improving cardiovascular endurance, stability and flexibility. These workouts include elements of yoga, ballet, Pilates and traditional strength exercises that will keep you both challenged and engaged as you advance through the program.

Customizable Beginner, Intermediate & Advanced Workouts – choose 10 minute targeted segments or 30 minute complete workouts – these programs are designed to fit every schedule.



*The DVDs are great for those just getting into fitness and want to progress over time to harder workouts."*

Jackson, MS // Fit Tower Customer

Fit Tower™ Workout Programs

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**Meet Cathe Friedrich**, fitness professional and leading innovator in the home exercise video industry. For over thirty years, Cathe has built a following by providing fun, flexible and motivating ways to exercise and stay fit! Cathe's followers have advanced in their fitness abilities and have watched their bodies transform as she's continued to expand her workout offerings, staying focused on three guiding principles: Professionalism, Passion, and Quality. Cathe continues to produce unique, intense, and challenging workouts for all body types and fitness levels. Today her fitness empire, which includes over 400 DVDs and live stream workouts, is one of the largest privately owned fitness video libraries in the world. Cathe's dedication and strong influence on the fitness industry led to her induction into the Fitness Hall of Fame in 2011. Cathe's motto has always been, "if it doesn't challenge you, it doesn't change you!" and with each and every workout Cathe strives to do just that!



***If it doesn't challenge you,  
it doesn't change you."***

Cathe Friedrich



About Cathe

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## Press Inquiries Contact

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Press Resources outlined on pages 6-7  
are available for download at  
<https://app.box.com/v/FitTowerPressResources>



Press Resources

FIT  TOWER™  
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# Logos

## AI Formats



fittower\_logo\_black.ai



fittower\_logo\_color.ai



fittower\_logo\_white.ai

## JPG Formats / Print



fittower\_logo\_black\_print.jpg



fittower\_logo\_color\_print.jpg

## JPG Formats / Print



fittower\_logo\_black\_screen.jpg



fittower\_logo\_color\_screen.jpg

# Info PDF

1-page PDF; emailable & printable



Press Resources available for download at  
<https://app.box.com/v/FitTowerPressResources>

# Press Resources





# Photos



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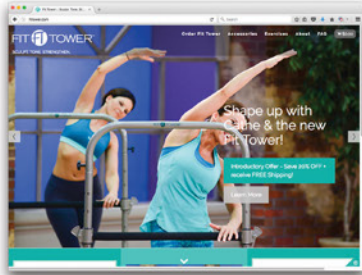
Press Resources available for download at  
<https://app.box.com/v/FitTowerPressResources>

## Press Resources

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# Social Media & Online Presence

[FitTower.com](http://FitTower.com)



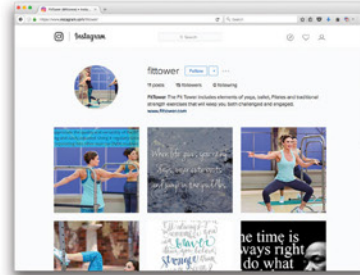
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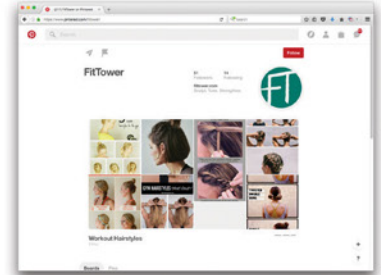
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## Video



[youtu.be/TLCvIsOsDqc](https://youtu.be/TLCvIsOsDqc)

Press Resources

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