

## Lunge into the New Year with Valley's #1 Free 30-Day Fit Challenge

*Shed holiday excess in a one-of-a-kind free cross fitness challenge that delivers personal coaching, personalized meal plans and fitness training*

**Scottsdale, Ariz. – December 16, 2014** – Overflowing cocktails, dazzling roasts and tasty sides all sound delicious until you step onto the scale. Holiday weight gain is inevitable. But it doesn't have to be.

For instance, meet Mike Baker, a local Phoenix resident who struggled with being overweight all his life until he decided to take action in early January of this year. He decided to join a free-30 day FIT Challenge, sponsored by [TruHIT Fitness](#), Valley's #1 fitness training, high intensity camp.

Not just your average big-box gym, TruHIT offered him personal coaching, a customized meal plan and nutrition plan combined with high intensity training that changed his life. Since joining, he lost over 110 pounds and remains committed to a healthy lifestyle.

To help people like Mike shed some of the holiday excess and keep it off, TruHIT is launching the ultimate free 30-day FIT Challenge on January 2, 2015 across its [four locations](#). TruHIT is also offering Phoenix residents personal nutrition coaching, customized meal plans and training for 30 days to achieve real results that are tangible.

"Mike is in inspiration, a walking billboard of what's possible through our program," said Ken Fearer, President and Founder, TruHIT Fitness. "It's rewarding to be a part of a company that's on a mission to help transform people's lives and push the boundaries of health and fitness. No gym in the Valley offers what we have and we're proud to extend our passion to our members and watch people shed thousands of pounds combined."

TruHIT would like to invite the local media to join us for the launch of the 30-Day FIT Challenge on January 2, 2015 at one of our [four locations](#). Come see it for yourself and hear from the biggest losers – their personal triumphs.

To schedule an interview with Ken Fearer or participate in the FIT Challenge 2015, contact Cindy Van Horne at [kimvanhorne@gmail.com](mailto:kimvanhorne@gmail.com).

### **About TruHIT Fitness**

Founded in early 2013 by Ken Fearer, President and Found, TruHIT Fitness was created to build a community dedicated to both exercise and nutrition. While most gyms focus on exercise, Ken's vision to create a nutrition education center within TruHIT truly empowers members to reach their True fitness potential. Our motto is "20% exercise, 80% nutrition; 100% MINDSET"; we live and breathe these principles every day.