

## **Plank-on! Believe in Your Core Training™ Kicks Off North American Tour in Vancouver, BC and Will Visit Six U.S. Cities in 2017.**

*The new worldwide urban fitness format that combines sport, culture and art arrives in the wonderful city of Vancouver, BC on Saturday, May 20th and Sunday, May 21st.*

**Rome, Italy May 5, 2017:** Plank-on! BYC Training™ is the first urban fitness tour that runs around the world with its unique format affording the opportunity to train through the most beautiful cities in the world. After several successful events in Italy and France, Plank-on! BYC Training™ is beginning its North American Tour in Vancouver, BC May 20-21, 2017.

Designed for Plank-on!® by master trainers Gianluca Petrai, Claudio Paganelli and Michele Falanga, Plank-On! BYC Training strives to take participants beyond their limits, by discovering their potential and encouraging them to use it fully.

All participants at each event are provided with a t-shirt and special headphones, designed specifically for this particular training format. The headphones allow participants to easily listen to the instructions the trainers give for the workout, information the tour guide shares about the city, and an exclusive compilation of music specially created by renowned DJs Marco Bartolucci and Club Culture Records.

### **On Saturday, May 20th: 10k Run Through Stanley Park, Vancouver**

BYC master trainers will lead participants on a 10k run/walk through Stanley Park to experience some of the most beautiful sights of Vancouver. A local tour guide will join the group revealing details and history to support the belief that welfare and health are not unique to the physical aspect, but also intellectual.

### **On Sunday, May 21st: 90 Minute Interval Training Workout Through Sunset Beach**

Sunday's workout is a round-trip, 90 minute work out starting at the sports courts in Sunset Beach to English Bay. Participants will be led by three international master trainers alternating running and fast walking at three fixed stations: BodyWake, Urban Fepty Band, 3Kamp. While the body is trained, the eyes and the mind can see the natural and artistic beauty and discover the history and details that are often unknown.

### **Registration Information:**

Both events are open to the general public. Pre-registration is recommended, but not required. To register, visit <https://believeinyourcore.com/b-y-c-tours/> to purchase your ticket. The participation fee is 35\$ and the ticket entitles you to a complete training kit: official event t-shirt, headphone rental, pre and post workout bars and download of the exclusive compilation Plank-on! BYC Training™. A portion of the proceeds will go to charity.

### **Other North American Tour Dates:**

August 5, 2017: Oceanside, CA

August 6, 2017: Santa Monica, CA

August 12, 2017: San Francisco, CA

September 9, 2017: New York, NY

September 10, 2017: Boston, MA

September 17, 2017: Chicago, IL

### **Contact Information:**

Nicole Cummins

1-312-887-2388

[nicole.cummins@plank-on.com](mailto:nicole.cummins@plank-on.com)