

Plank-on! Believe in Your Core (BYC) Training™ Kicks Off the USA Tour in

Oceanside, CA and Will Visit Five U.S. Cities in 2017

Plank-on! introduces a new fitness event that combines a tour guide with local and international fitness trainers to support a charity in each city it visits. A complete fitness journey embodying Sport, Community and Culture. Plank-on will host events in San Diego, Santa Monica, San Francisco, New York, and Chicago.

Rome, Italy: Plank-on! with company headquarters in Rome, Italy has developed a unique urban fitness tour affording participants the opportunity to train in the most beautiful cities in the world. BYC allows participants to discover things about the city they've never known, enjoy fitness techniques from around the globe, and work together to support local causes.

Participants use headphones designed specifically for this training format to provide city tour information, fitness instructions, and music created by renowned DJs Marco Bartolucci and Club Culture Records.

"I had a great workout with BYC Training in Vancouver. My waist and legs already feel trimmer. It didn't seem like a very intense workout during the moment as we had beautiful scenery, upbeat music and a very knowledgeable city tour guide. However, I could definitely feel it the next day. I'm glad I signed up for this event, can't wait to do it again and I would highly recommend it!" 5-21-17 - Olga - Vancouver BYC Attendee

After successful events in Italy, France, and Canada, Italian master trainer, Gianluca Petrai joined by local tour guides and trainers will kick off the US leg of the BYC tour in Oceanside, CA Saturday, August 5th. Plank-on will go on to host events in Santa Monica, San Francisco, New York, and Chicago.

REGISTRATION INFORMATION: Events are open to the general public. Pre-registration is recommended, but not required. Click here for BYC Events (www.plank-on.com). The participation fee is \$35, and the ticket entitles you to a complete training kit: a guided tour, official event t-shirt, head phone rental, and local and international fitness expertise. A portion of the proceeds will go to a local charity in each city.

Tour dates:

- **Oceanside, CA - August 5th, 7:30am**
 - Check-in at 7am | SpringHill Suites | 110 N Myers St., Oceanside, CA | 2nd Floor Patio
- **Santa Monica, CA - August 6th, 9:00am**
 - Check-in at 8:30am | West end of the Santa Monica Pier
- **San Francisco, CA - August 12th, 10:30am**
 - Check-in at 10:00am | Sports Basement | 610 Old Mason St., San Francisco, CA
- **New York, NY - September 9th, 8:30am**
 - Check-in at 8:00am | Pier 40 Picnic House | 92 Hudson River Greenway, New York, NY
- **Chicago, IL - September 17th, 9:15am**
 - Check-in at 8:45am | Grant Grove NW of DuSable Harbor | Grant Park, Chicago, IL

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