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## **Premier fitness facility celebrates 10 years of success as the area's "best kept little secret."**

**Stamford, CT** – On December 8 Fairfield County's premier fitness facility, *The Kneaded Touch in Fitness* (soon to be *The Kneaded Touch in Health & Fitness*), will celebrate 10 years revolutionizing the private "one-on-one" personal training industry while looking ahead to some bold new health related initiatives.

"We're reinventing ourselves and moving forward in the community. We shouldn't be the area's best kept little secret any more," says William Asher who, along with Anthony Mirabel, is one of the business's two owners.

Since 1997 Asher and Mirabel have set themselves apart from larger fitness clubs by focusing on the specialized service of one-on-one personal training. This, combined with an evolving focus on preventative care, means that their clients (many of whom have been with the club since its inception), can today take advantage of a diversity of effective, individualized exercise plans. Their services include fitness assessments, evaluations, metabolic testing, nutritional counseling, personalized training and stretching and a large variety of massage therapy modalities. *The Kneaded Touch* also enjoys a working alliance with The Physical Therapy Institute (which shares the same building) as well as Stamford Hospital's Bennett Cancer program.

*The Kneaded Touch in Fitness* programs are administered by staff with backgrounds in exercise physiology, sports specific conditioning, rehabilitation and issues related to medical conditions like cancer, diabetes, heart disease and Parkinson's. Asher and Mirabel cross train their massage therapists in personal training to develop a more knowledgeable employee with the expertise and understanding to help strengthen and rehabilitate their clientele. This has proven to be an effective integrated approach to fitness, which keeps them on the cutting edge of personal service.

"We consider fitness and health to be a long term preventative maintenance program," says Mirabel.

What also sets *The Kneaded Touch in Fitness* apart from other clubs is that both owners are hands on and focused on client relationships. Both Mirabel and Asher continue to train clients and have a staff that shares the same values and passion for meeting the needs of others.

"I don't know of any place that does what we do," says Asher. "We're not the biggest but we're definitely the finest personal training program in Fairfield County." Client turnover is very low compared to the industry. Asher explains, "We want our clients to come in every day and build a partnership with us that improves their lives."

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