



FITNESS FACTS

Shed Those Unwanted Pounds By Rowing

(NAPSA)—Rowing in place can take you far if you'd like staying slim to seem more like smooth sailing—especially around holiday time. A clever challenge can help.

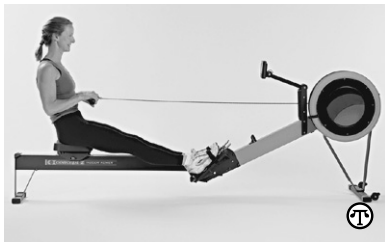
Concept2, the manufacturer of indoor rowers, is sponsoring its Third Annual Holiday Rowing Challenge. The goal is simple: row 200,000 meters between Thanksgiving and Christmas and receive a great prize, a certificate of completion—and the satisfaction of burning off thousands of calories in the process.

In 2001, the second year of the challenge, over 3,000 people signed up, with 1,300 of them completing the 200,000 meters between Thanksgiving and Christmas. “When hundreds of them e-mailed us to thank us for the motivation, we knew we had a winner,” says Bill Patton of Concept2.

What does it take to complete the challenge? “You don't have to row fast, but you need to be persistent. You'll need to row about 30 to 40 minutes every day—or 45 to 55 minutes if you give yourself a few days off,” explains Patton.

Indoor rowing's unique combination of cardiovascular and strength conditioning makes it a great addition to any fitness or training program. Rowing exercises many muscle groups—providing an alternate way to exercise and strengthen the muscles used in other sports.

Rowing can be done indoors anytime. Because rowing takes



Row, row, row your rower and the pounds will sink away is the idea behind an intriguing challenge.

place in a sitting position, there's less impact on the leg joints, reducing risk of injury. Since the rowing stroke has both acceleration and deceleration phases, it requires more energy to perform than many other activities. This means you get a greater caloric burn in a given amount of time than with other activities such as running and cycling. If you row on the Concept2 Indoor Rower you can accurately monitor your level of conditioning, and you get constant feedback during your rowing workouts.

The Holiday Challenge is free and open to anyone with access to a Concept2 Indoor Rower. If you don't own one, you can visit www.concept2.com/row and click on “rower finder” to locate the health club or fitness center nearest you with a rowing machine—then create a profile on the Concept2 logbook/ranking and start counting meters.