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LONG ISLAND PRESS RELEASES

For Immediate Release: November 1, 2010

PTI Launches Free Lunch And Learn Seminars For Local Businesses

Long Island Press Releases —



[SPECIAL REPORT]

Law firm Silverman and Acampora takes part in event to promote healthy eating

(Jericho, N.Y.) Personal Training Institute (PTI) conducted two "lunch & learn" seminars on Wednesday, October 27 at 12 noon and 1:30 p.m. for employees at the law firm of Silverman and Acampora. The firm provided lunch for its participants and PTI provided the free training. The seminar "How to eat healthy in today's busy world," was delivered by Donna Cole, exercise physiologist and manager of the Jericho, NY PTI franchise, as well as nutritionist Carol Kur, MSRD, co/founder of PTI. The duo is bringing a power-packed nutrition and fitness message to area businesses to help promote healthier employees and workplaces.

"Our event was really well received with an excellent turnout at both sessions," commented Carol Kur. "Our next event will be a virtual supermarket tour, and we will teach our participants how to read labels and make healthier food choices. This will be a first for us, and I think it will be really cool!"

To bring PTI to a local area business for a free lunch & learn event, contact Carol Kur, MSRD, co/founder of PTI at 516-342-9064 x16 or ckur@personaltraininginstitute.com.

PERSONAL TRAINING INSTITUTE BACKGROUND: PTI has been changing lives since 1987 by combining its proven integrated program that encompasses one-to-one strength training and customized nutrition counseling for every client. PTI was named "Best in Category" in the recent Top 50 Franchise Business Review. This results-oriented franchise is growing nationwide to help members and owners to achieve their goals. For more information, see www.ptifranchise.com.

CONTACT: Carol Kur, MSRD 516-342-9064 x16 or ckur@personaltraininginstitute.com or Karin Machusic, PR Consultant to PTI at 925-524-4334 or kjmachusic@msn.com.

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