

# Press Release

## PTI Brings Nutrition & Fitness Message to Subway® Convention

Jericho, NY, August 4, 2010-- Personal Training Institute® (PTI) is hoping to create a chain reaction for people to improve their lives by combining nutrition and fitness and took that message to the 2010 Subway® Convention July 21-25 at McCormick Place West Convention Center in downtown Chicago, Illinois.

“Our participation at this event added a positive dimension,” commented Carol Kur, MSRD, Co/founder of PTI. “Our nutritional message helps validate the positive options Subway provides consumers, and our fitness guidance provides best practices to help people achieve optimum wellness. I feel that PTI made healthy connections!”

Kur conducted body fat analysis and provided nutritional advice for meeting attendees. Four members from a Canadian Subway team (see attached photo L-R) Jim Weatherall, Barb Pineau, (PTI’s Carol Kur, center) Mike Lopez and Steve Green were spurred on to lose weight. The foursome will weigh-in at their Fall Field Meeting and name charities that will benefit from their weight loss. Meeting attendees will have the opportunity to bet on which of the four they think will win the challenge. The final weigh-in is scheduled at the Spring Field Meeting and will determine who wins and which charity will benefit. Kur donated a Tanita® weight scale to this Canadian group.

Kur also presented two seminars on Sunday, July 25th: “How to be Healthy in Today’s Busy World” and “30 Minutes to Optimum Health and Fitness,” which were each attended by about 150 conferees – standing room only. “I was just thrilled by the response,” remarked Kur, adding that she received immense applause and hugs from attendees who lined up to meet her (for presentation details, see: [www.personaltraininginstitute.com/blog](http://www.personaltraininginstitute.com/blog)). PTI staffed a booth during the weekend tradeshow to create awareness for the combination of personal training and individualized nutritional support that comprises their unique franchise offering.

**About Personal Training Institute:** 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](http://www.ptifranchise.com).

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