

Press Release

PTI Delivers “What Women Want” at Long Island’s Ultimate Girls Night Out

Jericho, NY, August 18, 2010 – What do women want? Given the success of the Ultimate Girls Night Out event held Wednesday, August 11th at Carlyle on the Green at Bethpage State Park from 6-10 p.m., they would seem to favor getting out with friends, seeing a great fashion show, and enjoying free refreshments, wine tastings, as well as live performances by Alexa Ray Joel & Mystic in addition to a DJ and dancing. Throw in a huge shopping area along with prizes and giveaways, and you have a not-to-be-missed event. Event sponsors KJOY and WMJC invited numerous area businesses to take part in “What Women Want,” including Personal Training Institute® (PTI), which supplied the models for the fashion show and a fitness booth. The free event drew larger-than-expected crowds of 3,500. The suggested \$10 donation at the door helped raise \$10,500 to benefit F.A.C.T., a breast cancer organization and the spinal cord injury project.



PTI selected 14 of their current female clients who have had success in their unique fitness and nutrition program that boasts one-on-one personal training. The ladies selected fashions from area Max & Gino’s boutiques along with footwear courtesy of Love My Shoes. They were also treated to hair and makeup provided by Cactus Salon and Spa prior to the event.

“Getting fit and feeling great definitely need to be included if you are listing what women want,” quipped PTI Co/founder Carol Kur. “It was a great

moment seeing our star clients hit the runway with a huge, supportive crowd on hand.”

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.

CONTACT: Carol Kur, MSRD 516-342-9064 x16 or ckur@personaltraininginstitute.com; www.personaltraininginstitute.com.

