

Personal Training Institute

**Personal Training Institute Commits to More than Just Weight Loss: PTI Goes Green**

2008 AUG 2 - (NewsRx.com) -- Being eco-conscious is not a trend these days - it's a way of life; and Personal Training Institute (PTI) is establishing itself as a green fitness resource by providing its clients tools to be more eco-conscious in the club, as well as offering tips to help them practice the same efforts at home.

Beginning in July, Personal Training Institute locations will offer its clients reusable water bottles -- made from 100 percent recycled plastic -- and an organic cotton shopping tote.

"Every day at Personal Training Institute, we are focused on having an impact on our clients' fitness routine and their overall health; now we also want to have an impact on the overall wellness of our planet," said Carol Kur, MSRD, co-founder and vice president of Personal Training Institute. "Our clients can practice green habits while working out and then while grocery shopping -- for those healthy food items, of course!"

In addition to this in-club initiative, Personal Training Institute is encouraging its clients to continue their eco-friendly efforts at home by offering several "green" tips.

- Choose workout clothes made of 100 percent cotton
- Recycle your worn out workout gear: Go to Patagonia.com for instructions
- Eat sustainable high-quality meats: look for meats labeled: American Grassfed Association, USDA Organic, or Food Alliance Certified
- Recycle used sneakers by bringing them to Niketown or a Nike Store Factory
- When picking wines have a glass of Pinot Noir from Sanford Winery -- the first eco-friendly, organic winery of its kind

According to Kur, PTI offers an effective way to lose weight and stay in shape in a welcoming, non-intimidating atmosphere. The PTI program includes one-on-one personal training, cardio fitness and weight loss counseling all under one roof.

In addition to a personalized workout program, clients meet once a week with a nutritionist who develops a balanced program based on their age, weight and lifestyle. The nutritionist teaches the clients how to eat properly, including the importance of balanced meals, the difference between good and bad carbs, and how to snack properly.

For more information, please visit [www.personaltraininginstitute.com](http://www.personaltraininginstitute.com).

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