

NEWS RELEASE
FOR IMMEDIATE RELEASE
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S.W.E.T. Fitness Opens in Downtown Suffolk

SUFFOLK, VA, June 30, 2011 – S.W.E.T Fitness, owned and operated by Suffolk residents and husband/wife team, Ward and Story Parsons, will expand their business and relocate into a 3,400 sq. ft. space in the renovated Montgomery Lofts building located at 143 North Main Street in downtown Suffolk. The official opening for their new location will be at noon on Friday, July 1, when Suffolk Councilman Charles Parr will be on hand to welcome the new business and conduct a ribbon-cutting ceremony.

Established in June 2009 while conducting individual personal training classes in their Suffolk home gym, their clientele has increased to the level where they have outgrown their current facility and needed to either relocate their business to a larger location to accommodate their clientele.

“This type of energy, enthusiasm, and passion is responsible for the on-going revitalization of downtown Suffolk,” said Suffolk Mayor Linda T. Johnson. “It is truly exciting to watch new businesses, such as S.W.E.T. Fitness, develop and grow in Suffolk.”

“What sets us apart from every other gym is that we take the time to build real relationships with our clients,” stated Story Parsons, trainer and co-owner. “We work with clients every step of the journey, helping with their diet and nutrition, daily struggles and major milestones. Our goal is to help clients learn the cross fitness form of exercise and reach their potential by challenging them during each workout that is tailored to their individual needs.”

S.W.E.T. Fitness is an acronym for Story and Ward’s Extreme Training.

Hours of availability are from 5 am to 7 am, 9 am to 2 pm, and 4 pm to 8 pm Monday – Friday.

For additional information, either visit www.swetfitness.com or call 757-515-6914.

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