



## **inSHAPE Celebrates New Site Launch and Program to Get Fitness Out of the Gym**

*Veteran New York City fitness trainer, Jillian Redfern, and her 11-year old training and wellness company, inSHAPE, relaunched its website and with it, now offers a multitude of comprehensive programming that helps people get fit without fancy equipment and gym memberships. Among these fitness programs is a new 10-week package that includes personal training, nutritional counseling, and massage.*

New York, NY ([PRWEB](#)) September 15, 2008 -- Why is the US Health and Fitness Industry among the fastest growing and most diverse components of the consumer economy, yet Americans are among the least healthy and most overweight in the entire world? More specifically, why are gyms and fitness centers continually profitable and popular when nearly 75% of memberships go unused? These are two main questions that the owners of inSHAPE, llc aim to answer as it forges ahead into its eleventh year of business as a provider of in-home fitness and wellness services.

With its launch of a fully functional website, the inSHAPE team of personal trainers, private yoga and pilates teachers, massage therapists, and nutritionists hopes to convince you that it's not about going to the gym, it's not about fancy equipment, and it isn't about starving or torturing yourself. The key to getting fit and staying in shape is about consistent and challenging movement, balanced nutrition, and a commitment to long-term attention.

The new web location, [www.inshapellc.com](http://www.inshapellc.com), outlines and offers the full scope of services provided by the company: in home personal training, nutritional counseling, massage therapy, outdoor programs, corporate offerings, and fitness programs designed for future brides. Visitors can sign up for free consultation sessions, training packages, and events; clients can also view their order histories and track their appointments. A wealth of free exercise and nutrition information is available as well at the inSHAPE blog and forum.

inSHAPE's Founder and Head Trainer, Jillian Redfern, has worked with hundreds of clients, from those poorly conditioned to serious athletes and everything in between. She says it best: "My approach to fitness is simple: move your body, challenge your body, and listen to your body. I've worked with clients from all walks of life, helping them reach their fitness goals and taking them to a level of performance they never thought possible. Most people never get there because they don't really know what to do and because they've been conditioned to think that they need to be in a gym to get results. But this is not true, and inSHAPE teaches functional and basic moves that can be done anywhere."

The launch of the new site and passing of Labor Day also signaled the release of a new program offered this fall called the "Just in Time for the Holidays" package that includes in-home personal training, nutritional counseling, total body assessments, and massage therapy. This 10-week package, along with all of the programs offered at inSHAPE can be purchased at <http://www.inshapellc.com>.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).