



# Summer Freedom!

The only bad thing about summer is the end of summer. Summer is a reminder of the days of our youth and growth as the beautiful weather and extended daylight hours allowed us to see more, accomplish more and get into more trouble. It is a wonderful time of the year. For us at Freedom, it is a time

when we get back into the full swing of things after your return from a vacation. Physically, don't expect to come back to a full return during your first work out. Studies show that if you haven't worked out in-

tensely at the gym in as little as 8 days, you start to lose strength and cardio capacity. However, this loss can be made up over a very short time ( 1-2 work outs). It is generally accepted that a two week rest period can be overcome by returning to a regular routine, but the longer you spend "recovering", the tougher it is to get back to



There's no time off for Katie Howson who show's how it's done with shoulder presses.

when our clients put their training and hard work to the test...did you play better golf? Golf more often? How was your tennis game? Turn some heads at the beach? Good for you! As we go through another

your training peak. So don't be frustrated when you get back into the gym. It will come back, it's only a question of how long you've been away!

away!

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## —Bonus Sessions—

Freedom had a record month in July, as we complimented 14 sessions to our clients for referrals and attendance. We had 4 clients receive a bonus session for coming at least 10

times and two clients were awarded 2 sessions for attending more than 15 sessions in the month of July. Freedom also awarded 3 sessions each to our clients who referred a

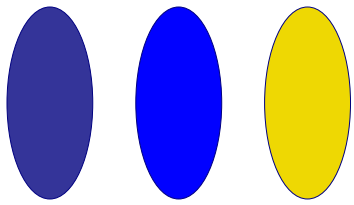
new client to the gym. If you keep attending and referring, we'll keep rewarding. **Way to go Freedom friends and clients!**

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### Be Rewarded

- Don't forget, you'll receive two complimentary sessions if you bring us a new client and they sign up for a minimum 10 session intro pack.
- Winners of "Client of the Month" receive a complimentary work out for their effort.
- If you use ten sessions in one month, you receive one complimentary session, and if you use 15 sessions you get 2 complimentary sessions.



**Freedom**

Be Rewarded...

**Earn**

**2**

**complimentary  
sessions when  
you refer a new  
client\* to  
Freedom.**

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# Updates, Info and Recognition

- May's Freedom Client of the month was twice as special, as **Jaye Kong** and **Kris Davenport** were our clients of the month. Jaye brought Kris to us, and together these two were able to achieve more results through the push that they gave each other. With an open mind to brand new exercises and techniques that their trainer Curt Heywood gave them, these two learned to face their fear of stairs and be able to march up any mountain, any time. Congratulations to Jaye and Kris, they received one complimentary work out for their improved effort, determination and focus.
- June's Freedom Client of the month is a man that needs no introduction...**Maury Corday**. Rumbling in on his Harley-Davidson four mornings a week has allowed Maury to drop that extra weight, and thus help him get his back better than ever. With his healthy back, Maury is almost as good a golfer as his lovely wife...almost! Great work Maury—you also receive a complimentary work out for being May's Freedom Client of the month. Keep it up and we're sure you'll be enjoying more success, weight loss, and a better golf game!
- July's Freedom Client of the month is **Jim Case**. Jim came to us through his good friend **Marc Sandercombe**. After suffering from stiffness and tightness for far too long, Jim has taken the step

of doing anything necessary to get his health back to 110%. His incredible enthusiasm (read TYPE A) is second to none. Whether putting his new found flexibility to use water skiing or keeping up with his wife and teenage sons, Jim is an example of how taking the Freedom plunge can get you back to where you deserve to be. Congratulations Jim, you have certainly earned your complimentary work out!



- Once again, Freedom's clients have gone above and beyond being great clients to being the best clients possible. **Katie Howson** encouraged her mom, **Jean** to finally take the plunge with us. **Bruce Waldren**, husband of Freedom member **Karen Rogers**, has decided that he wants to keep that six pack solid, and thus joined Freedom. **Patrick Ma** has rejoined us between fishing trips, and he also managed to lure his good friends **Archie** and **Joan**

**Rafter** back also. The lovely **Marilyn McIntosh** is also back after "wintering" in Hawaii. Freedom would also like to welcome **Sybil Climo**, **Heather Telford**, **Ann-Marie O'Shaugnessy** and **Christina Wilson** to our fold. We hope each and every work out they have here is their best part of their day!

- All clients who brought in a new client who purchased a ten session introductory package have all been rewarded with 2 complimentary sessions. At the completion of the year, the client that has brought in the most referrals will also receive a complimentary 6 Pack Special! That is \$400 worth of training! All clients should remember that if you use ten sessions in one month, you receive one complimentary session, and if you use 15 sessions you get 2 complimentary sessions. At Freedom, we understand it's our opportunity to earn your business. Hence we are in the process of rewarding our clients for your patronage. We understand that every time you visit Freedom, it's our chance to earn your business. The greatest compliment for us is your referrals, and for that we can't say thank you enough as we continue to strive to earn your support. Why do we feel we are the best personal training gym? Because we have the best clients.

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## After Hours Message Check...

As part of the service industry, Freedom Health Studio has always prided ourselves on putting our clients' needs first and striving to make your experience at Freedom the best one possible. One of our services was checking messages at 9:30 pm Sunday to Friday. As of July 4th, we have

moved this service of checking messages to 8:30 pm. We feel that this new time still allows you to fully use and appreciate your training sessions with Freedom. Our intention has always been, and will always be to help our clients get better by making it easier for them to get into

Freedom, striving for the goals and challenges that you want to accomplish.

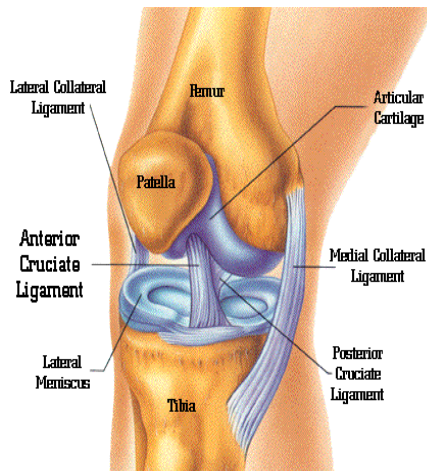
We hope you are able to use this service to your advantage, and we look forward to seeing you at Freedom.

# Injury of the month—THE KNEE

by Kate Backie

With the occurrence of more outdoor activities based on the great weather, you may also start to hear about more athletic injuries. Hopefully you won't be one of the injured, but if you happen to hear about a knee injury, as our trainer Mark Nohra suffered while playing for the BC Lions, you might start asking yourself, "MCL's, ACL's, *what the...?*" To help you get a better understanding, I have broken down the most common knee injuries.

There are two major ligaments in the knee to provide static stability within the joint. They are the anterior cruciate ligament (ACL) and the medial collateral ligament (MCL). The ACL makes up for the internal structure of the knee and runs from the back of the femur to the front of the tibia, it prevents the tibia from moving anterior to the femur. The MCL runs from the medial femur to the medial tibia and is responsible for medial stabilization, and preventing



lateral movement in the lower leg.

MCL tears are more common than ACL tears but are also milder and do not

require the same degree of treatment. It is common to have an ACL and MCL tear simultaneously as a result of a twist or blow to the knee area.

Mild injuries to these ligaments are referred to as sprains; the most severe injury is a full rupture of the ligament.

There are three grades of ligament sprains.

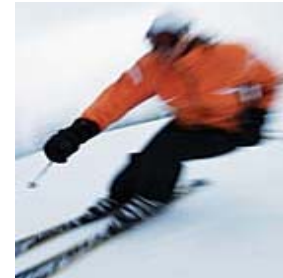
- Grade 1** - Pain, mild disability and tenderness  
Little or no swelling  
Some fibers are torn but stability is intact
- Grade 2** - More pain, more disability and tenderness  
Swelling, moderate loss of function  
Enough fibers are torn to cause instability
- Grade 3** - Painless or painful, Lots of disability  
Swelling, loss of function  
Full rupture of the ligament

## Treatment and Prognosis

MCL tears of all grades are usually treated conservatively, meaning no surgery required. The treatment would involve immobilization, strengthening of thigh muscles, anti-inflammatory medication and the use of a knee brace.

Grade 1 and 2 sprains of ACL are usually treated conservatively, however surgery is recommended for grade 3 ACL tears. Surgery is especially recommended for patients who lead active, athletic lifestyles.

## Cause and Prevention



ACL and MCL injuries are most common in sports, which require jumping, cutting and twisting. The most common

cause is traumatic force applied to the knee in a twisting motion. These injuries are impossible to prevent completely. To reduce the risk you can warm up before activity, stretch and wear supportive shoes at all times. Maintaining excellent strength, flexibility and endurance of Quadriceps and hamstrings is also



*"A good balance of power and proper recruitment pattern of the quadriceps and hamstrings have been shown to decrease the occurrence of knee injuries."*

key. A good balance of power and proper recruitment pattern of the quadriceps and hamstrings have been shown to decrease the occurrence of knee injuries.

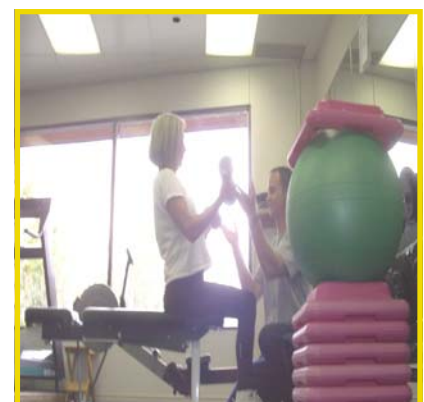
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## Fall Season times are filling up!

As September draws near, we want to remind all clients that they should be locking up their regular times. Once you've decided on your time and day, you own that time. This is a service that Freedom brings to you, because we understand that when things get busy, the last problem you want is a change to your schedule. Our regular hours are 6am-8pm Monday to Thursday, 6am-7pm Friday and 8am-1pm Saturday.

The class that made Josie sore is still going and going... **Bootcamp** is held Wednesday at 6:15pm and Saturday at 12pm. Please book in advance as spaces are limited and fill up fast. \$12 per individual or bring a new client and get 2-for-1! Open to non-members also.

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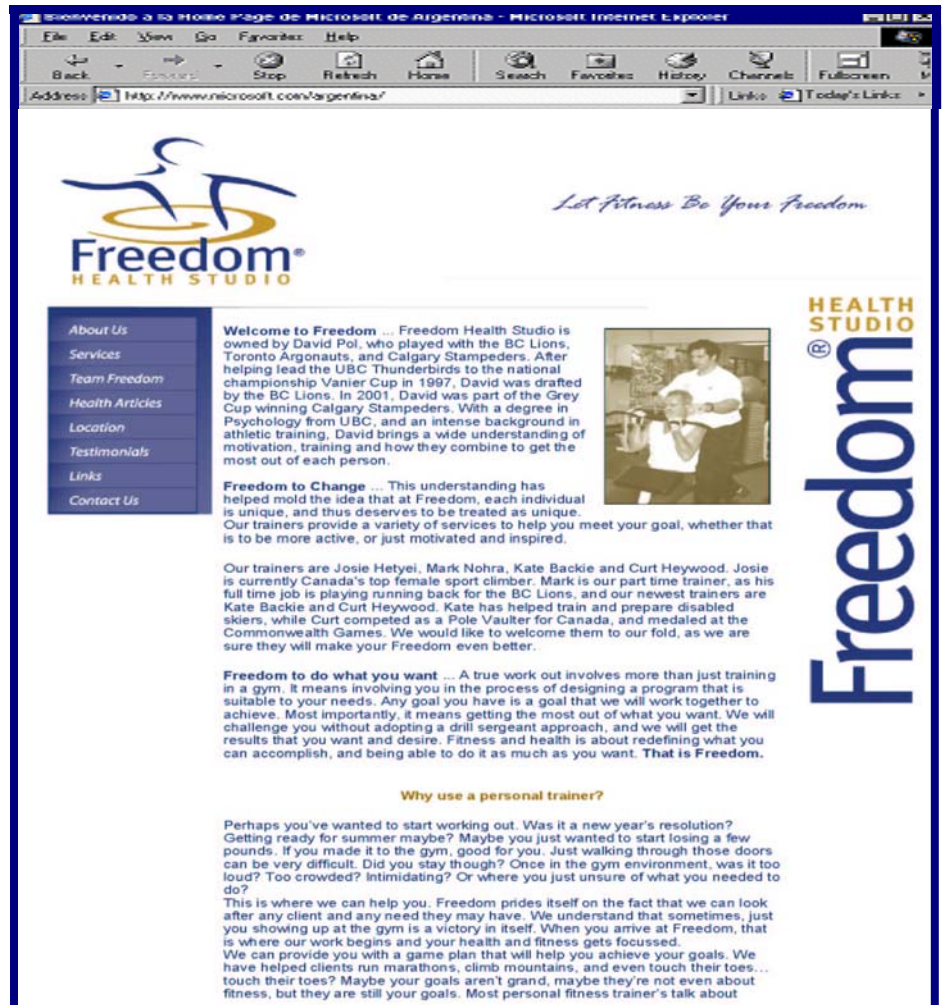


Patti Turnbull executes flawlessly for trainer Curt Heywood.

# Freedom is On-line!

[www.freedomhealth.ca](http://www.freedomhealth.ca) 

Freedom is finally on the net, and we want your feedback! We want to know what you like and what you don't like. Freedom has always prided ourselves in trusting what the clients tell us on how to make their Freedom experience better. Check out our website and look for the latest updates on Client of the month, top referrals, latest fitness breakthroughs, nutritional counseling, and links to our clients who are already on the net.



## ~Quote of the Month~

“Fitness - If it came in a bottle,  
everybody would have a great body.”  
- Cher



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We're on the web!

[www.freedomhealth.ca](http://www.freedomhealth.ca)

**Welcome to Freedom...**Freedom Health Studio is owned by David Pol, who played with the BC Lions, Toronto Argonauts, and Calgary Stampeders. After helping lead the UBC Thunderbirds to the national championship Vanier Cup in 1997, David was drafted by the BC Lions. In 2001, David was part of the Grey Cup winning Calgary Stampeders. With a degree in Psychology from UBC, and an intense background in athletic training, David brings a wide understanding of motivation, training and how they combine to get the most out of each person.

**Freedom to Change...**This understanding has helped mold the idea that at Freedom, each individual is unique, and thus deserves to be treated as unique. Our trainers provide a variety of services to help you meet your goal, whether that is to be more active, or just motivated and inspired. Our trainers are **Josie Heteyi, Mark Nohra, Kate Backie and Curt Heywood**. Josie is currently Canada's top female sports climber. Mark is our part time trainer, as his full time job is playing running back for the BC Lions, and our newest trainers are Kate Backie and Curt Heywood. Kate has helped train and prepare disabled skiers, while Curt competed as a Pole Vaulter for Canada, and medaled at the Commonwealth Games. Their experiences will make your experiences at Freedom even better.

**Freedom to do what you want...**a true work out involves more than just training in a gym. It means involving you in the process of designing a program that is suitable to your needs. Any goal you have is a goal that we will work together to achieve. Most importantly, it means getting the most out of what you want. We will challenge you without adopting a drill sergeant approach, and we will get the results that you want and desire. Fitness and health is about redefining what you can accomplish, and being able to do it as much as you want. That is Freedom.

## Freedom Fit Facts

- The human body has 206 bones, approximately 640 muscles ( approximate because some of us are born with extra or fewer muscles), 12 pairs of cranial nerves, 32 pairs of spinal nerves, 5 liters of blood, 3 liters of plasma, and 10 major organs.
  - Walking burns as many calories as running. It's simple physics—whether you walk one mile or run one mile, you are still only requiring your body to go one mile.  $E=mc^2$
  - Unsure about how important water is? At 2% dehydration, performance will fall off by 10-20%.
  - About 3,500 calories adds up to about 1 pound. This applies whether they are food calories coming in, or calories (burned by exercise) going out. If you eat 3,500 calories more than your body needs, you will put on about 1 pound. If you use up 3,500 calories more than you eat, you will lose about 1 pound in weight. Simple? Wellll...There are 4 calories
- per gram of protein or carbohydrates, but there are 9 calories per gram of fat so you can have 388 grams of fat in one pound or 875 grams of protein or carbs in one pound, while in reality there is actually only 453 grams in a pound. Confused? Don't be, ask your Freedom trainer.

*See you at  
Freedom!*

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