



Summer Challenge

Summer is once again upon us, and with it comes sunny weather and outdoor activities. What can you do to be prepared? Summer is a peculiar season for us at Freedom. We start to see clients we haven't seen for a while for a variety of reasons...tennis season is coming, I spent too much time in the garden so my back hurts, *I want to buy a bikini*, etc. So what can you do to be prepared and injury free for this wonderful time of the year?

First off, don't get discouraged if and when you go to the beach. Second of all, try to remember that you won't get your figure back in one week or even one month. Your "transformation" did not happen in one week, so neither will your "retransformation". Start off slow, and try to get 2-3 bouts of cardio a week for 25-30 minutes and gradually build up to

45 minutes of activity (weights and cardio) 2-4 times a week depending on how you can handle each work out. This is also a great way to get yourself prepared for tennis, golf, volleyball or any other outdoor activities you plan in partaking in.

As one of our favorite clients says, "moderation in everything, including moderation." So do yourself a favor, and don't try to build a garden that compares to the Van Deusen Botanical in one day. This only guarantees a very sore back. Instead, try to lift and bend with the legs, and remember that you have a lot of time and sunshine to get your green thumb greener.

Haven't played golf or tennis since last summer? It's probably not a good idea to try to catch up by hitting 300 golf balls in one

weekend. You would have to play 4 rounds in one weekend to actually "drive" that many balls, and hopefully a third of those would be with a putter! Start with the high clubs and work your way to the woods, decreasing the amount of swings every time you change the clubs. "Tennis is golf with bigger balls and lots of running" a client told me, so make sure you have been working on your cardio before you really try to conquer the courts.

One of the best things about summer is all the fresh fruit. It is almost impossible to over eat fruit, as you'll fill up on all the fiber before you over eat. So if you want to snack, try something new like passion fruit or an old favorite like blue berries. Have a great summer!

Cheers, David Pol

Let Fitness Be Your Freedom

Privacy and Freedom

The new Personal Information Protection Act came into effect January 1, 2004 and applies to every organization doing business in British Columbia - no matter how big or small. Many other Provinces also have similar legislation in place. Additionally federal Privacy laws also have similar compliance requirements. That also means anyone with a web site who collects any information for any reason whatsoever whether using a submit form, e-mail, or receiving information by mail, fax or telephone must implement and publicly display a Privacy Policy.

This purpose of this Legislation is to "govern the collection, use and disclosure of personal information by organizations in a manner that recognizes both the right of individuals to protect their personal information and the need of organizations to collect, use or disclose personal information for purposes that a reasonable person would consider appropriate in the circumstances".

Freedom Health Studio takes your privacy seriously, and coming up to compliance with the new code will not be a challenge for us, as we have never shared your personal

information with any third parties, and never will.

Freedom Health is your gym that strives to promote a community feeling, while respecting each individual for who they are. It is important to us that we not only gain your trust, but hold that as importantly as we value your health. If you have any questions or concerns regarding your personal information at Freedom, please let us know. Your personal information is available to you at any time.

Let Fitness Be Your Freedom

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Special points of interest:

- 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.

THANK YOU, THANK YOU,

Dear Friends and Clients,

On May 21, 2004, Freedom celebrated our two year anniversary, and we want to thank you. Your patronage has been, and will always be why we try to be the best in our business.

As a patron of Freedom we wish to sincerely thank you for your continued support as well as inform you that we are aiming to improve on our past successes. As a team, we are retaining our current mission statement , "Let Fitness Be Your Freedom" - and look forward to sharing in your personal fitness goals and accomplishments . We would also like to remind you of our four shared values on which we plan to grow Freedom's success. These four values are the foundation on which we hope to im-

prove our customer service: COMMITMENT, CONSISTENCY, AVAILABILITY and PROGRESSIVENESS.

Each of our four values will guarantee superior customer service as well as provide Freedom with a foundation to achieve the title of a growth-oriented BC based business. We are committed to each individual's personal fitness goals as well as providing an adaptive environment based on each patron's objectives. We strive to remain consistent, such that each client will come to rely on Freedom's solid reliability of providing superior trainers and original workouts. We understand that personal health and fitness does require a commitment on the behalf of the pa-

tron , as such, we will remain available to suit each client's timetable.

Lastly, we believe in order for a company to succeed we must focus on creative, progressive ideas to help Freedom move forward.

In other words, our values are client-focused and our main objective is to provide superior customer service. Simply put, you - our client, come first.

Thank You for your Support,

David Pol and the Freedom Team

*Let Freedom Be
Your Fitness*

THANK YOU!

Quote of the Month

The state of your life is nothing more than a reflection of your state of mind.

--Dr. Wayne W. Dyer

Exercise of the Month

The Crunch



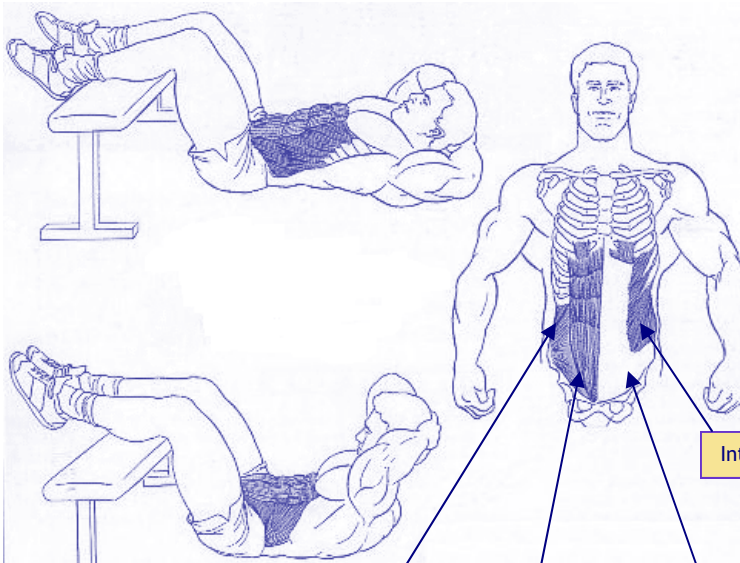
This month's exercise is one of our clients' favorites. **THE CRUNCH!** This is an exercise that our clients can't seem to get enough of and that our trainers can't make you do enough. To help you understand your abs better and why the crunch works, we have a diagram to show you what muscles you have that are responsible for the six pack you desire or the abs you want to help you drive that golf ball farther, and that tennis ball harder.

It would be too simple to say that one abdominal muscle is responsible for one movement while another is responsible for doing something else, because in reality, all of your abs are responsible for a variety of the motions you do while twisting, standing or sitting.

To get the most out of your crunches, you should remember that your abs are like any other muscle in your body – to get the most out of them, you have to focus and squeeze the muscle to truly fatigue and work them.

How we breathe is important. "EXhale on the EXer-tion", meaning that you should breathe out on the way up, and breathe in on the way down. However, you should never let your abdominals lose tension. Keep them tight. If you have trou-

ble focusing on squeezing them, imagine that you are to be poked in the stomach – you would automatically tighten them to protect yourself. This is also a good way to think about why you need to squeeze your abs anytime you are lifting something. By activating our abdominal muscles, we are allowing our back muscles to be protected and do what they need to do. When we don't use our abs,



we will have over compensation from other areas, leading to injuries and unneeded muscle inflexibility and imbalance.

1. To start crunching, lie down flat on your back with your knees bent and your feet on the floor or on a bench.
2. Hold your hands wherever you feel comfort-

able (on your chest or beside your head - just be sure you don't pull on your head).

3. The typical crunch is taught by instructing you to simply roll your upper torso forward. This is fine to start with.

To increase the effectiveness of the crunch movement, push your chest and head up

tension on the abs.

Hold at the top of the movement for a second and squeeze hard.

When you first start, do not lift up into a sit-up as this works the hip flexors and can strain your back.

Remember to keep the tension on your abs. The stronger your abs are, the better athlete you will be. Your golf swing will improve, swimming will be easier, picking up your kids will be not be as difficult.

An important note about crunches should be made that more is not always better. Focus on your technique, and you should fatigue more quickly. As crunches

become easier, you should try to focus on the strength aspect. As

loading the ab muscles can be difficult, ask you Freedom

Personal trainer for more varieties of crunches. Happy Crunching!

*Let Fitness Be
Your Freedom*

Food Freedom

with Asia Peters RDN



Hello Freedom Friends and Clients,

As summer approaches, you may find yourself faced with more outdoor gatherings...picnics, patio parties, barbecues. As you attempt to try not to overdue your favorite egg salad, here are some strategies to help you control the amount of food you eat at one time...

Portion Control Strategies

1. Don't approach every meal like it's your last opportunity ever to eat.
2. Rate your fullness on a scale of 1-10 where 1 is starving and 10 is over full. Try to stop at level 5. This is the point where you feel psychologically and physiologically satisfied, but not stuffed.
3. Don't treat your body like a garbage can. If you have 2 tablespoons of food leftover but are full, put it in the fridge. An hour or two later when you get hungry, eat it.
4. Don't gulp your food - try to eat a little slower.
5. Take less food on your plate in the first place. Much of eating is visual. We all want to feel like we have "cleaned our plate". When taking less food, tell yourself "I can always have more if I need to." You may find you don't need to.

A healthy meal includes a maximum of 2-3 cups of food with a

large portion of vegetables and 3-4 ounces of both starch and lean protein.

Treat your body with self-respect. If you don't look after it, no one else will!

There is no benefit from eating to the point of being stuffed. Focus on how uncomfortable you will feel, your waistband will be digging in, you might feel sluggish or have heartburn.

Even if you over eat healthy food, you can still negatively affect your weight, cholesterol, energy and blood pressure.

Ultimately, enjoy food and keep the perspective.

If you are having trouble not being able to control how much you are eating out, then maybe you need to bring your own food with you. Here are some simple and easy ideas:

Snack Ideas

- dry cereal (high fiber choice) and yogurt
- raw vegetables and cottage cheese
- fruit and yogurt or cottage cheese
- whole wheat crackers (WASA) and low fat cheese
- wasa crackers with peanut butter and jam
- nuts and dried fruit (monitor portions)

- ½ sandwich
 - piece of toast with peanut butter and banana
 - hard boiled egg and a piece of toast
 - sliced chicken breast and grilled vegetables
 - small bowl of high fiber, low sugar cereal
 - vegetables and hummus
 - ½ Nature Valley granola bar, yogurt
 - Celery filled with grated cheese (low fat) or all natural peanut butter
 - Baby carrots, celery sticks, cucumber and tomato slices.
NOTE: if using a dip or dressing, make it low fat . Use ½ cup low fat plain yogurt, ¼ cup no fat sour cream and 1/5 package of Knorr vegetable soup (or to taste). This dip will keep in the fridge up to the best before date on the packages they came from.
 - Low fat muffin and a glass of milk - NOTE: bake your own muffins with Quaker low-fat muffin mix. Add your own raisins, ripe bananas, blueberries, pecans, etc.
- Try to remember that every meal can make a difference, and that no one particular diet can do it all. Your nutrition is an every day lifestyle. Good Luck!

Asia Peters

Freedom Believes in Our Clients.

Freedom would like to take this time to wish some of our favorite clients good luck as they embark on the journey of "The Weekend to End Breast Cancer". In order to raise funds, Alexandra Cryer, Veronica Vacek, Naz Salimian and the rest of their crew (Breast Buddies) will walk 60km around Vancouver with other participants. To participate in the event, Lexy, Veronica, Naz and their crew must raise a minimum of \$2,000 each.

Sadly, 1 in 9 Canadian women will be diagnosed with breast cancer. We can help fight this disease and hopefully lower this daunting statistic. If you would like to contribute to this cause and support Breast Buddies in their mission, please go to the following link: http://bc.endcancer.ca/site/TR?pg=team&fr_id=1000&team_id=2501

If you are planning on participating in the "Weekend to End Breast Cancer", please let us know as we would love to support you in a cause very dear to our hearts...



Breast Buddies: (clockwise, top from left) :Anna Algard, Naz Salimian, Jane Robertson, Veronica Vacek, Lexy Cryer.

INJURY of the MONTH...Ankle Sprain

Ankle sprains are common injuries among the sports enthusiasts. Ankle sprains can develop into a chronic problem if they are not treated quickly and properly. The most common type of ankle sprain occurs when the ankle turns inward, thereby putting stress on any of the three ligaments around the lateral malleolus including: posterior talofibular ligament, anterior talofibular ligament, and calcaneofibular ligament.

Ankle sprains can be classified into three degrees of severity which will dictate how long it will take before return to full activity. The first degree is minor and a sprain of the ligaments connecting the bones of the ankle. In this case the ligaments are just stretched, not torn and there is minimal ankle instability. The person is usually back to sports within two weeks.

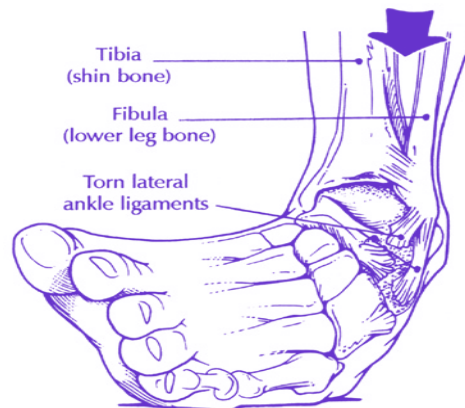
The second degree injury is more serious and includes partial tearing of the ligaments. There is some bruising in the ankle area after a couple of days and requires 6 - 8 weeks to return to full activity.

The third degree injury is the most severe. The ligaments are most

likely completely torn, but rarely require surgery. It takes 8-12 months for the ligaments to fully heal.

TREATMENT

The treatment may be divided into four stages with an objective to return to full activity as soon as possible.



Stage 1 (up to 72 hours)

1. Ice the ankle during the day for 15-20 minutes every two hours
2. Compress the ankle to limit swelling by wearing a tensor bandage
3. Elevate the ankle as much as possible.
4. Anti-inflammatory pills may be used to reduce swelling and inflam-

mation.

Stage 2 (first week)

You can walk on the ankle as soon as it feels comfortable. Crutches may be used initially. Further support such as tape or a brace should be worn as well. It is important to maintain range of motion of your ankle to prevent stiffness. Diagram the alphabet with your big toe.

Stage 3 (two or more weeks)

The crucial part of the treatment is rehabilitation. Physiotherapy is the best way to improve your ankle strength and flexibility. Theraband ankle circles, calf raises and balance exercises can be started after two weeks of healing.

Stage 4 (variable)

It is important that your ankle be strong before you return to activity. Too early a return will lead to re-injury and a chronic problem. Once you can stand on the toes of the injured ankle for 20 seconds and hop on your toes ten times without pain you can begin to run.

Your ankle expert by default,

Josie Heteyi

Freedom Health Studio

150-1451 Marine Drive
West Vancouver, BC
V7T 1B8

Phone: 604.913.2348

Fax: 604.913.2302

Email: freedomhealth@axion.net

Let Fitness Be Your Freedom

Our website is coming...stay tuned!

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 Heteyei, 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. We would like to welcome them to our fold, as we are sure they will make your 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.

UPDATES, INFO and RECOGNITION

- ◆ Freedom would like to congratulate **Tammi Kerzner** and **Louise Darch** for being for being Freedom's *Clients of the Month in March and April*. Louise came to us through a **Katherine Regan** referral back in June of 2003. Through pure determination and hard work, Louise has made great strides. Slowly and surely she has lost over twenty pounds, and through her commitment, she will continue to see results. After stepping it up from 2 work outs per week to three work outs, Louise has seen her cardio and strength improve even more. Josie, David and Curt look forward to pushing Louise closer to her goals. Great job Louise!
- ◆ Tammi has been a long time client of Freedom, dating all the way back to when we were called Bogies Fitness. After a small diversion and lay off, Tammi listened to her smart friend, **Janet Kotula**, and came back to Freedom. Tammi provides the trainers and work out partner with a very entertaining hour. However, it was

her determination and commitment that has seen her become Client of the month. Always trying to be challenged, Tammi brings a great attitude and uses this to help her very dedicated friend and work out partner, Janet (who was client of the month waaaay before Tammi was...) improve also. It is for those reasons that Tammi was a most deserving Client of the Month for March 2004. Congratulations Tammi!

- ◆ The work out that made Josie sore is still going and going...**Rootcamp** is still on at 6:15 pm Wednesdays and 12:00 pm Saturdays. By appointment only. \$12 per individual, or bring a new client and get 2-for-1! Open to non-members also.
- ◆ We would also like to thank all of our clients for their referrals. Once again, **Marc Sandercombe** brought in another of his good friends, **Howard Addison**. **Jody Claman** of JODY's Fine Foods has joined Freedom, and she also brought her good friend **Leonna Halmouth**. **Karen Rogers**,

found us through our association with the West Vancouver Chamber of Commerce. **Dale Swan** found us through an auction as did **Sandy Young**, who bid on our services through the Vancouver Rotary club (*Thank You very much, Mel Endleman!*). **Jaye Kong** has a new work out partner in **Kris Davenport**. Jaye and Kris have been running together, but Kris has finally taken the Freedom plunge. **Mike and Katherine Regan** introduced us to **Andrew Terret**, who will be attending UBC in the fall, as well as playing football out at the point. **Sean Mason and Joanna Wasak** are back after attending their first semester at the University of Manitoba and **Lauren Armstrong** is also back at Freedom after doing some traveling abroad. **All clients who brought in a new client who bought a ten session introductory package have all been rewarded with 2 complimentary sessions**. Thanks again, and keep those referrals coming!

Let Fitness Be Your Freedom