

LA Fitness Partnership for Hockey Ladies

Bedford Hockey Club is delighted to announce a brand new partnership with the UK'S number one health and fitness brand, LA Fitness, which will see the company assist the ladies 1st team in their training requirements for the upcoming season. The new link with the club at Bedford Heights gives Bedford Hockey Club Ladies 1st team access to a weekly team fitness at LA to develop all aspects of their fitness which will complement their other "on pitch" training. The squad led by head coach Steve Harvey and manager Phil Norford will take part in a range of sessions on offer at the facility including spin, body combat, pilates and aqua aerobics.



Speaking about the partnership, Head Coach Steve Harvey emphasized the potential importance of the link for the teams success next season " In order to achieve our goal of gaining promotion into the National League, the team needs to be fitter than ever. Naturally I was delighted when LA Fitness agreed to help us with running a variety of additional training sessions and we forward to working with them to devise a plan to support all aspects of the player's fitness requirements whilst building team spirit. In addition; the training tops, and other equipment kindly donated to the girls will certainly make us look the part and we look forward to developing this partnership as the season progresses.

LA Fitness sales advisor Nathaniel Leaker added " LA Fitness is the perfect facility to support Bedford Hockey Club. We look forward to putting on a range of different classes for the team and wish the ladies every success this season. I am sure that the additional services offered in the centre such as tanning booths, on-site hairdressers, Beauty Therapists and Physiotherapists will also be useful to the team to keep all the players healthy and injury free".

Notes to the Editor:

Bedford Hockey Club

During the 2010/11 season Bedford Hockey Club will be running 5 Ladies teams and 6 Men's teams. All of our senior teams play in competitive Saturday leagues at a range of levels to cater for players of all abilities: The Ladies 1st XI play in the Regional Premier League while the Ladies 5th XI play in the

more relaxed, but still competitive, 5 counties Division 7. The Men's teams play in the East league from the Premier A to Division 9SW. New players are always welcomed, from absolute beginner to old hand.

We have an outstanding junior program with training for 5 to 15 year olds and teams for U9 to U15 age groups. The Ladies 5s and Mens 4s provide an excellent and friendly platform for young players in integrate into adult club hockey. www.bedfordhockeyclub.com

LA Fitness

LA fitness is a market leader when it comes to offering a wide range of fitness options in a convenient location and have recently been voted the UK'S number 1 health and fitness brand. Positioned at the value for money segment of the health club market, its business philosophy is to provide the facilities and the motivation for people of all ages, shapes and sizes to get as fit as they realistically can in a vibrant and friendly environment. With 80 clubs in the UK and Ireland and facilities including fully equipped gyms, personal training, over 40 studio classes a week in most clubs, spin studio and swimming pools, sauna / steam rooms. That's why nearly 220,000 people choose to be members of an LA fitness club... <http://www.lafitness.co.uk/gym/bedford-heights>