



## **FOR IMMEDIATE RELEASE:**

### **Top Strength and Conditioning Specialist Peter Twist expands in Lower Mainland!**

**Coquitlam, BC-** Canada's leading Strength and Conditioning Specialist, Peter Twist, and the North Vancouver Twist Conditioning headquarters team up with George Watts and Lynn Elliott to open the second Twist Sport Conditioning Centre in the Lower Mainland. The franchise is to be located in the Tri-Cities area, and will become the home to many Professional, National, and Amateur athletes. "Our goal is to help aspiring athletes, industry professionals and motivated consumers achieve and exceed their goals", says Peter Twist."

Twist Conditioning is a world-leader in sport-specific and functional fitness, offering educational resources, sport conditioning certifications, sport-fitness products, and Twist Sport Conditioning Centre's. Spearheaded by Peter Twist, an exercise physiologist and 11 year NHL Conditioning Coach, the Twist Team has optimized the sport performance of over 700 professional athletes including Mark Messier, Karl Alzner, Justin Morneau, Hakeem Olajawan, Trevor Linden and Markus Naslund. Today the Twist Sport Conditioning Centre is the training home for professional, national, provincial, NCAA, high school, and amateur athletes from over 40 different sports, plus 100's of adult athletes who are striving to get better in sport, continue to play sport injury free, or develop general functional fitness.

The Twist Sport Conditioning Centre is not just any fitness centre or athlete training facility. The TSCC offers many unique features that sets them apart from the field; a training system focused on performance not just appearance, innovative programming-validated by 100's of Pro's, level appropriate system for young and aging, exclusive private training centre designed to motivate and inspire, no general memberships, and innovative exercises using the latest sport conditioning tools.

The Twist Sport Conditioning Centre has been a success for almost a decade in North Vancouver and Peter Twist has taken his time to carefully choose his new partners in the Tri-Cities. "The team is very excited to be partnered with such great quality people. George and Lynn bring passion, experience, and dynamic personalities to the team. They are actively involved in the west coast outdoor culture, their community and have years of experience with Twist philosophies." explains Arielle Nash, Vice President of Franchising.

The Twist Sport Conditioning Centre plans to open late 2009 to bring the Twist experience to the Tri-Cities community!

For more information on franchises, please call 1-888-214-4244 ext. 123

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[www.twistconditioning.com](http://www.twistconditioning.com)