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Heart Zones

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Press Release....

Heart Zones USA Announces NEW Professional Resource Zone

Sacramento, CA January 17, 2006 Heart Zones, the industry leader in heart rate training and education announces the launch of the Heart Zones Professional Resource Zone, a site dedicated to providing health and fitness professionals the most up to date information on heart rate training.

The Heart Zones Professional Resource Zone includes information for certified Heart Zones Trainers on heart rate education. Trainers with a strong background in heart rate education are one of the most sought after professionals in the fitness industry. "This site was developed with our Trainers in mind. It is a dynamic site with handouts, articles, business strategies, workouts, heart rate tests and materials, technology updates, success stories, and both a discussion zone and a wholesale zone", says Kathy Kent, President of Heart Zones Cycling and Personal Training. "We wanted an area where our Trainers could exchange ideas on the implementation of Heart Zones Training in their clubs or private studios. We wanted an area devoted to our Trainers where they could receive big discounts on heart rate monitors and products. Being a dynamic site, our information will always be current with new workouts, articles and handouts constantly being added."

Heart Zones Professional Resource Zone for Certified Heart Zones Trainers

At this time, only certified Heart Zones Cycling or Personal Training Fitness Professionals are allowed access to the site. When asked why, Kent replied, "We wanted to provide our Trainers with tools to help them be successful. We think that our information in the hands of someone who is not certified by Heart Zones may be misinterpreted and misrepresented to their classes or clients. By having a Heart Zones certification, we can guarantee that Heart Zones Training and technology can remain in the hands that best know the material." For information on obtaining a Heart Zones certification, check out the [website](#).

Heart Zones is looking at partnering with other fitness companies to provide heart rate education and training. For information, contact Kathy Kent at kathy.kent@heartzones.com.

[Learn more...](#)

About Heart Zones

Heart Zones is an international company with affiliates in Canada and the United Kingdom that specializes in providing heart rate training and education to consumers, health and fitness professionals, healthcare workers, and weight loss specialists. Heart Zones has successfully implemented their programs into schools and health clubs across the country.

Website: <http://heartzones.com/>

About Heart Zones Cycling and Personal Training

Heart Zones Cycling and Personal Training is a division of Heart Zones that certifies individuals in either indoor cycling or personal training. What differentiates Heart Zones from other certifications is the emphasis on heart rate training. Where other companies consider heart rate education as an advanced training, Heart Zones considers it the first step in an exercise program. "Most people give up on exercise because it is either too easy or too hard", says Sally Edwards, founder, professional athlete, and author of over twenty books on training with a heart rate monitor. "By wearing a heart rate monitor, people can gauge their proper intensities by training in their appropriate zones. With a goal and a training plan, that individual stands a higher chance of exercise compliance and being fit for the rest of their life."

Website: <http://heartzones.com/healthpros>

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