

GYM PROFILE

BY
THE
EDITORS

Shock Fitness

Every summer, Terrance Joyce witnessed his clients flocking to Ontario's Muskoka region to enjoy the cottage season, only to fall off of their training programs until the weather turned chilly and they returned to their city lives. Since there were no specialized fitness facilities in the area, Joyce did what any innovative entrepreneur would do and opened Shock Fitness, right on the shore of beautiful Lake Joseph.

"It started as a 30' by 30' canopy with solid walls to protect from the climate, with very simple equipment," he recalls. But as time went on and the gym's popularity grew, so did the outdoor location: today it is 3,200 square feet, complete with ceiling fans, walls that can be drawn aside to expose the beautiful shoreline, and seven different classes, including TRX, cycling, boot camp, and yoga. "Most people don't love working out — they do it because they have to or

because it's good for them," explains Terrance. "Enjoying the environment helps a lot. You're looking at a lake here — there's nothing more serene than that."

For those who can't make it to Shock Fitness' Muskoka location during the summer — it's open for nine weeks each year, from Canada Day to Labour Day weekend — the company offers year-round training in clients' Toronto-area homes and offices, with a special emphasis on winter sports conditioning.

Whether exercising in the majesty of the great outdoors or in the convenience of your own backyard, Shock Fitness strives to make each workout a special and memorable occasion. And with packages ranging from single class passes, to Weekender memberships, to the all-inclusive Platinum Season membership, there's an option for every type of exerciser.

Phone: 416-301-2353
shockfitnessinfo@gmail.com
www.shockfitness.ca



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No Limits Fitness

Darren and Maria Maywood had wanted to own a gym for close to 15 years. So when the doors to their 400-square-foot private facility in Kamloops, British Columbia, opened in the fall of 2009, they were ecstatic — and even happier at the overwhelming support their business received. They soon realized, however, that their space was too small to host the popular boot camps and personal-training sessions that Maria helmed, so in 2012 they partnered with Andrew and Lisa Watson to purchase an 18,000-square-foot space, which they opened as No Limits Fitness in January of 2013.

A wide variety of equipment makes No Limits the perfect option for exercisers of all levels (seniors make up 18 per cent of their

clientele), and their list of amenities is staggering: a supervised Kid Zone, tanning beds and booths, boot camp classes, Zumba, pole fitness, squash, wall ball, and racquetball are all value-added extras for members. Their gym floor features top-of-the-line Star Trac equipment, complete with touch screens, and their CrossFit room is stocked to the brim with rough and tough Rogue Fitness tools. But one of the most vital components to their success, says Darren, is their friendly staff, including the four owners, who take daily shifts and pride themselves on leading by example.

"No Limits Fitness is truly a one-stop shop for health and fitness, and will always be changing and improving to keep up with the newest equipment and training available," says Darren. With their first year just coming to a successful close, it's safe to say that there are "no limits" to what this Kamloops-based business can accomplish. **IFM**

Phone: 778-470-5550
info@nolimitsfitness.ca
www.nolimitsfitness.ca