

Shelburne Athletic Club  
166 Athletic Drive  
Shelburne, VT 05482  
[www.shelburneathletic.com](http://www.shelburneathletic.com)  
(802)-985-4410



FOR IMMEDIATE RELEASE - January 28, 2023

**JOIN THE FUN! PICKLEBALL IS HAPPENING NOW AT SHELBURNE ATHLETIC CLUB.**

**Shelburne, VT- January 28, 2023:** For pickleball lovers, first-time players, and those looking for their next best hobby: Shelburne Athletic Club has a brand new sparkling pickleball court and is ready for action. The easy-to-pick-up and the hard-to-put-down game is a social, fun, and accessible sport for all ages and can be played now at SAC. According to the Sports and Fitness Industry Association, over the past two years, Pickleball has increased by nearly 40% with 4.8 million players nationwide.

The Pickleball Court at the Shelburne Athletic Club has everything needed to play including pickleball rackets, a pickleball net, and pickleball balls. At an affordable price, the court can be rented for only \$8 every hour and a half session for members and \$10 for non-members.

According to Rayne Herzog, the general manager of SAC, “the people that have come here to play so far love it!”

“The court is temperature controlled, with bathrooms and water nearby and you don’t have to chase the ball down the road if there’s a bad shot which is a plus.” Herzog, who is also a certified personal trainer, and life coach, is excited about this new athletic opportunity at SAC because everyone in the community is invited to participate.

For new players wanting to learn the game better, Shelburne Athletic Club is now offering private lessons and group lessons with a certified pickleball instructor. It is never too late (or too early) to join the fun with some healthy competition.

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**CHAMPLAIN COLLEGE STUDENTS PARTNER WITH SMALL BUSINESS FOR A  
PROJECT- BASED SEMESTER LONG EXPERIENCE.**

**Shelburne, VT: January 28, 2023:** Five seniors studying Communication at Champlain College are partnering with Shelburne Athletic Club for a four-month-long project, also known as Senior Communication Capstone, under the direction of Dr. Nancy Kerr. Each student will produce deliverables based on helping the Shelburne Athletic Club's needs for social media and communication outreach. The project-based experience will allow students the opportunity to individually use the skills and knowledge that they have learned in classes at Champlain College in a professional setting.

Each student will create three deliverables based on Shelburne Athletic Club's desire to elevate communication messaging through new strategies. Throughout the spring semester, students will conduct interviews with SAC staff and members, create short videos showcasing the services SAC provides with classes and amenities, write press releases, blogs, social media calendars, execute a competitor analysis including suggested marketing strategies and website analysis. Community members can be on the lookout for enhanced media outreach and social media content on the website with exciting information about health and wellness.

According to Professor Kerr, "the best job preparation we can offer students is to partner with a community client to provide professional deliverables that the client can use for the foreseeable future. Potential employers are always impressed by the level of client work our students have completed." One of the students in the course, Alexandra Trego, stated: "The experience of partnering with a business that aligns with my interest and hobbies is so exciting. I love SAC's mission and values, and it allows me to bring my passions into the work I am creating."

Champlain College takes pride in the career-driven education that leaves students prepared and confident to start their professional careers with the skills and knowledge developed over the four years. The Senior Capstone is the time for students to showcase their skills and SAC is thrilled to have the students work with them.

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FOR IMMEDIATE RELEASE - February 3, 2023

## **SHELBURNE ATHLETIC CLUB MEMBERS CAN TRACK THEIR WORKOUT USING MYZONE EFFORT POINTS TECHNOLOGY.**

**Shelburne, VT: February 3, 2023:** In the new year, why not challenge personal fitness goals using the fun fitness tracking system heart rate watch, MyZone Effort Points. MyZone Effort Points, an acronym is MEPS, tracks effort in workouts by tracking target heart rate zones per individual so users can see growth and challenge themselves each workout. The more effort that is put into a workout, the more MEPS an individual earns!

On the community bulletin board, located in the weight training room of Shelburne Athletic Club, a MEPS status ranking board is displayed. To get placed on the hall of fame board, members need to reach 1,300 activity-level MEPS per month. Members write their names each month to showcase their reached achievement of 1,3000 MEPS. The top current members have reached up to five years of staying consistent with the MEPS technology.

“In the spinning studio, we really focus on the MyZone points. Anyone who uses the MEPS system has their heart rate tracker that shows up on the TV with different colors that differentiate activity levels through heart rate zones,” states Rayne Herzog, general manager of SAC who also instructs spin classes at the club. The spin class that Herzog instructs fills the room with vibrancy and energy as members with MyZone are working to get their MEPS up.

MyZone watches can be worn on the arm, chest, or wrist and are available to purchase at Shelburne Athletic Club. Members agree that this technology is enhanced by the supportive community at the Shelburne Athletic Club.

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FOR IMMEDIATE RELEASE -

## A NORDIC SPA HAS COME TO SHELBURNE

**Shelburne, VT - October 9, 2023:** There are two types of people; those who crave that adrenaline pump that comes with an ice-cold polar dip or those who prefer staying dry and warm, and both have phenomenal health benefits. The Shelburne Athletic Club is now offering both at their Nordic Spa. The sauna and polar plunge dip will be located outside the Wellness area, which is a much more convenient spot for those who prefer the cold and do not feel like dipping in the lake. Not to mention, the ease of not having to chip away the ice.

According to Gina Normand, a club member, “The Nordic Spa has been an amazing addition to my workouts at the gym. Alternating from a cold plunge to the sauna, feeling the splash of the bucket shower, and relaxing in the zero gravity chair have all enhanced my wellness journey.”

A cold pool dip may sound crazy to some. But, the health benefits from cold exposure therapy have been shown to improve muscle recovery, circulation, mood, and even sleep while reducing pain in joints, inflammation, and stress. If jumping in Lake Champlain during the winter does not sound like your cup of tea, the opportunity to benefit from cold water therapy is now available all year round.

On the other hand, the warmth from the sauna usage will soothe tight muscles after a long workout. Heat therapy from using saunas has been shown to improve circulation, lower blood pressure, reduce muscle stiffness and soreness, boost the immune system, reduce stress, and even lower the risk of dementia, stroke, and Alzheimer's. Whatever you choose, you can't go wrong, and the health benefits have been well documented.

Anyone with an interest can stop by and check out the new Nordic Spa. The Nordic Spa at Shelburne Athletic Club is available as an add-on to a gym or CrossFit membership, as a stand-alone membership, or to drop-in visitors.

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FOR IMMEDIATE RELEASE - February 8, 2023

## **SHELBURNE ATHLETIC CLUB OFFERS WEEKLY SKI CONDITIONING WORKOUT CLASSES**

**Shelburne, VT: February 8, 2023:** To all skiers and snowboarders, let's not forget how important it is to train on the days off the slopes. It is easy to forget the sport you love to share with your friends is intensely demanding on the body as it is a killer full-body workout. Making sure to take time off the mountain for training is an essential part of the ski season to ensure skiers get the most out of their season passes.

Don't know where to start or what workouts to do? Join Shelburne Athletic Club on Wednesday nights with one of our enthusiastic instructors, Shane, who hosts the ski conditioning workout class that targets muscles to gain strength for those heavy pushes down the hill. The workout class is for all ages and is structured to build endurance and ensure that those who join weekly will get the most out of the days on the mountain and enjoy it more.

"Ski conditioning is an amazing full-body workout that is great for core, movement, strength, cardiovascular, and flexibility. The room is full of fun energy as it is a very supportive environment," states Rayne Hertzog, general manager of SAC. Ski conditioning is one of the many workout classes that SAC offers and is a beloved favorite.

According to REI, training for skiing should include:

- Boosting muscle power
- A focus on balance
- Improving endurance
- Emphasizing on cardio

Not only will working out and training make a better skier on the slopes by boosting endurance, but it will also prevent injuries by strengthening muscles to protect joints and connective tissue. The ski conditioning class will prepare athletes for a day of fewer breaks and injuries.

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FOR IMMEDIATE RELEASE - February 9, 2023

## THE BEST EXERCISES THAT ARE JOINT FRIENDLY

**Shelburne, VT: February 9, 2023:** Did you know that research from the Centers for Disease Control and Prevention indicates that adults need at least 150 minutes per week? Which may be intimidating to read, especially for those who experience sore joints, arthritis, or other conditions that can make it seem like there are no workouts that are suitable for your body. Regular physical activity can help reduce pain, stiffness, and stress while improving sleep and energy levels.

Shelburne Athletic Club has gathered a list of exercises that are joint-friendly for exercise ideas that our members can include in their daily routine:

- Walking. Walking either on the treadmill or simply around your neighborhood is a great way to include movement while staying low-impact
- Yoga. Stretching is a low-impact way to reduce stiffness while increasing the range of movement. If you're interested in joining a support group to move and flow, SAC has enthusiastic instructors for yoga throughout the week. For more information, the class schedule is on our website.
- Swimming. Swimming is a low-impact exercise that increases circulation which can help reduce muscle pain and stiffness. Water movement is a great way to get cardio in and is a full-body workout.
- Tai Chi. Tai Chi is an exercise full of stretching and breathing and offers arthritis relief through gentle movement.
- Cycling. Cycling is a safe way to get the joints moving in the legs by building strength and range of motion. Stationary bike machines, biking outside, or joining a spin workout class can help improve pain and boost endorphins.
- Pilates. Pilates is a low-impact exercise that focuses on the breath through movement while building strength and stability.

“I experienced a small tear in my meniscus, which was painful and frustrating as I was limited with movement and regular exercise. Cycling on the stationary bike, while including pilates workouts has been the cure to my injury as they helped strengthen my leg while still being low-impact and gentle,” stated Alexandra Trego, Champlain College student.

Joint pain does not need to be limiting as there are several alternative ways to release endorphins, get your heart pumping, and relieve stiffness in the body. Discover what exercise you enjoy and what suits your body. You can access most of these classes and exercises through SAC.

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FOR IMMEDIATE RELEASE - February 18, 2023

## **THE WELLNESS CENTER CAN HELP YOU TAKE THE TIME TO RELAX AND UNWIND.**

**Shelburne, VT: February 18, 2023:** Taking the time to relax, reset, and rewind is the more important part of self-care. The Shelburne Athletic Club values the importance of balance in everyday life, which can be challenging to make time for with a busy lifestyle. At the Wellness Center, located in the SAC, there are a variety of services that help connect members and guests to the highest forms of relaxation.

From swiss serenity massages to personalized facials, the certified and licensed staff are experts in healing, recharging, and unwinding.

Massages not only reduce muscle tension and joint pain but can promote emotional benefits as well. According to MayoClinic, a one-hour massage “lowers cortisol in your body while also releasing serotonin. By lowering cortisol and increasing serotonin, you're boosting your body's ability to fight off pain, anxiety, and feelings of sadness”.

For spiritual healing of the body and mind, Terry Bridgwood who is a certified reiki master and sound healer uses natural healing techniques and works with each member to improve peace, sleep, and pain. According to Healthline, Reiki treatment “relieves pain, anxiety, fatigue, treats depression, boosts mood, and can treat headaches, tension, insomnia, and nausea”.

As important as it is to take care of your muscles and joints, taking care of your skin is vital to feeling your best self and overall well-being. The Wellness Center’s esthetician, Julie Schwetlick, provides a customized facial to address each client's specific needs. Whether your concerns are aging, acne, suns sports, or dryness, Julie will personalize your treatment to achieve optimal care and results.

With a hectic schedule of constantly juggling your daily responsibilities, taking the time for self-care isn’t easy. It is important to establish forms of self-care, and the Wellness Center is here to help. At the Wellness Center, located in the SAC, there are varieties of services for self-care treatments with our expert masseuses, physical therapists, and chiropractors.

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FOR IMMEDIATE RELEASE - February 19, 2023

## HEALTH BENEFITS OF PRACTICING YOGA

**Shelburne, VT: February 19, 2023:** The philosophy of yoga is about connecting the mind, body, and spirit. Yoga is the practice of building strength through movement, focusing on breathing, while bringing awareness to the connection between the mind and the body. With deep ancient historical roots, yoga has been practiced daily by many and has evolved over the years, yet the history of yoga continues to be cherished every day across the world. Yoga is a special form of self-care and self-growth and has many benefits to practicing.

Yoga not only burns calories and improves muscle strength, but is a natural way to boost mood and reduce stress. According to WebMD, yoga:

- Decreases stress and tension
- Increases strength
- Increases flexibility
- Lowers blood pressure
- Reduces cortisol levels
- Improves balance
- Become more present and aware
- A low-impact exercise that is great for arthritis and joint pains
- Better breathing
- Increases melatonin production in the body
- Increases healthier habits in eating due to yoga teaching mindfulness

Including yoga in your daily routine has many positive benefits that increase your overall well-being.

For those interested in yoga and unsure where or how to start, yoga is offered locally as a workout class at Shelburne Athletic Center. According to Rayne Herzog, the general manager of SAC, “We currently have three yoga instructors who do a great job of working with different levels of experience and ability,”

The low-impact exercise of yoga is an accessible and friendly exercise for those of all ages and abilities. Yoga can be practiced anywhere, which is one of the many reasons why yoga is so popular and practiced by many.

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