

# **Athletic Revolution Metro West**

**FOR IMMEDIATE RELEASE:**

**Press Room**  
**Media Contact:**

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## **Athletic Revolution Metro West announces its grand opening in Southborough, MA**

### **Youth-Centered facility offers individualized programming for athletes**

Athletic Revolution Metro West, the fastest growing fitness franchise tailored specifically for children, teenagers and young athletes, is pleased to announce it is opening for business on 40 Southville Rd, Southborough, MA. They are scheduled to open their doors January 2, 2013. More details to come on an official grand opening event.

With a much needed focus on kids and teenagers, Athletic Revolution Metro West offers convenient and affordable youth-centered physical development options for families. At Athletic Revolution, parents can be assured that their children's needs are being specifically met and that they are in the hands of trained experts who specialize in the youth demographic (ages 6-18).

All Athletic Revolution staff are trained by and are members of the prestigious International Youth Conditioning Association (IYCA) whose partners and membership includes several thousand professionals worldwide and involves well-known organizations such as Children's Memorial Hospital, the Sport in Action Program of Zambia and the Millennium Institute of Sport in New Zealand.

The layout of the facility is designed for quick and effective, youth-focused exercise. The equipment options used at Athletic Revolution Metro West range dependent on age. Types of equipment include TRX, kettle bells, sandbags, sleds, jump ropes, bands, balls and state of the art monkey bars, etc. All sessions focus on athletic development including speed and agility, injury prevention, coordination, mobility and stability enhancement. Each session also includes nutritional discussions.

To celebrate its grand opening, Athletic Revolution Metro West is offering 50% discounts off a first month's membership and waiving the enrollment fee for new members. Any current or past member who makes the move from Westborough to Southborough will also receive a discount off their next purchase.

Matt Travis, a Westborough native, PE Teacher at Fales Elementary School and Owner and Head Coach of Athletic Revolution Metro West, has operated Athletic Revolution Metro West out of the Forbes Gym in Westborough, MA for the past three years and is very enthusiastic about opening a facility in Southborough. "It's good to have a place for the children to call home."

"Young athletes deserve a facility and program that is catered specifically to their needs. Our mission is to help kids with specific needs and goals improve their confidence and reach their potential through individualized programming and supportive motivational coaching." said Travis. "At Athletic Revolution Metro West we have a program for everyone regardless of current ability."

Athletic Revolution Metro West will also offer adult programs through the adult franchise counterpart: Fitness Revolution.

What makes Fitness Revolution different? “Fitness Revolution is first and foremost about helping people succeed” said Travis. “I assess each client and create a program designed to meet their personal goals at their current level of fitness. We offer personal training style sessions which allows me to give one on one attention to each client and maximizes results.”

Facility tours will be available during the grand opening celebration. Membership information is available at the facility, by calling 201-317-1694, or by visiting [www.AthleticRevolutionMetroWest.com](http://www.AthleticRevolutionMetroWest.com)

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