

FOR IMMEDIATE RELEASE

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Kettlebells: The Results-Driven, Primitive, No-Nonsense Fitness Tool.

Woodbury, MN—June 16, 2005—The newest addition to fitness has been unleashed: kettlebells. Kettlebells, raw yet intimidating in looks and form, are here to stay. Where can you get the most effective, short and intense, cardiovascular and strength workout within twenty to thirty minutes? Look no further. Kettlebells address the entire body as a unit simultaneously. Whether you are looking to vaporize fat, scorch your lungs, demand new strength or improve your overall level of conditioning, kettlebells are the solution. They deliver workouts on the order of “amplified pilates” and are often touted “the extreme handheld gym.”

Brad Nelson of Kinetic Edge Performance is leading the kettlebell revolution in Minnesota by training clients with these ‘workout balls’ out of Victory Fitness, a private personal fitness training studio based in Woodbury. Brad first discovered the benefits of kettlebells by attending the three-day intensive certification in September 2003. He immediately realized kettlebells would have an enormous ripple effect on the entire fitness industry once people acknowledged their existence and understood their purpose.

Hailing from Russia where they have been the exercise mainstay for over 500 years, kettlebells entered the United States by way of top strength coach Pavel Psatsouline in 1998. Kettlebells are familiar to hard-core men and women in the military and combat sports’ communities, but only recently are they permeating the American fitness industry as the “top-of-the-food-chain” fitness device.

Brad Nelson owns Kinetic Edge Performance and is a strength coach and certified kettlebell instructor based in Woodbury, Minnesota. Brad is available for private personal training in the Minneapolis/St. Paul area and workshops nationwide. For additional information or to witness a demonstration on how and why kettlebells are the single most effective tool for building strength, burning fat and general condition contact Brad.

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