

Everything Out is **In!**

Ok, so I am back on my kick again. I thought I had gotten it off my chest last September, when I went off in my Publisher's Page by pointedly asking, "So...who say's Philly's FAT???" Our "fatness" was literally plastered throughout the media and all over the Internet. As many of you know, it has been my mission to help the city shed the "FAT" label and earn back the "FIT" title. It has been almost a year, and I'm still not content that we have proven our point. While it is true that we have gone from the fattest city to the twenty-third, it ain't good enough guys! I can't stand to hear another comment about our "FAT" city! It's making me crazy, or maybe I'm just going crazy trying to make things change.

The other day I overheard two women talking. One woman said, "Hey, did you know that Philadelphia is one of the country's fattest cities?" The other woman responded, "Get out!" I thought to myself, "Exactly! It is time to get out!" Turn off the computer, instant messages and emails aren't helping you shed those winter pounds. (OK, so moving your fingers is a start...but obviously not enough). Get off of your cell phone, your jaws don't need any more flexing. Put down the remote, put on your fitness gear and get out. It's time to enjoy the cherry blossoms, smell the fresh cut grass and feel the sun's rays while making the commitment to change your body and your overall health.

We all need to get out and get FIT! For those of you who consider 'mowing the lawn' your substantial workout for the day, think again. I must confess, I jokingly try to convince my brute trainer that sitting in the sun for twenty minutes might actually burn calories. Tip: Don't try it with your trainer, they might have the same suggestion that "sitting in the sun" would include wall sitting while overhead pressing a 25-pound weight for those twenty minutes! Don't kid yourself for one second by thinking that walking your dog could pass for an acceptable workout either, unless it really truly is going to be at 'power walk pace'. I have learned that your results are directly proportional to how hard you work, so why not workout outside?



With that being said, Philadelphians are going to get fitter, not fatter and I for one am on a mission to uncover the best kept outdoor workouts in our area. Look, who are we kidding? The bottom line is that being outdoors means being active. The stationary bike becomes a ten-speed and the treadmill turns into an open road. There's nothing quite like welcoming spring. I urge each of you to do so by enjoying all that our great city has to offer. Try some of the "in" outdoor ideas below!

The Schuylkill Banks: Capitalizing on the eight miles of riverfront, SRDC's vision is a contiguous greenway and trail (Schuylkill River Park & Schuylkill Trails) along the east and west banks of the lower Schuylkill River between the Fairmount Water Works and historic Fort Mifflin on the Delaware. Bring your dog, friends, or family and get your daily dose of fresh air and distinctive urban skyline on the banks.

letterstothe**publisher**

Dear Jami,

Your magazines are a big hit at our place. The parents love picking it up and reading it while they are here with their kids.

Monica,
The Far Post Soccer
Oaks, PA

Jami,

Hello, my name is Al Pirolli. You don't know me but I am a big fan of your publication. I did notice that a while back you did a piece on some of the local high school and jr. high school football coaches. I was wondering did you ever do anything on the strength and conditioning coaches from our area? I am a strength and conditioning coach at William Tennent High School. Thanks so

much for all you do and keep up the great job of getting fitness out to the people.

Hello Jami,

I picked up one of your magazines this past week and was very impressed. You're providing a great service!! I really enjoy your magazine....I am getting ready to turn 40 and appreciate this mag!

Mike Seneca,
Member of
Hatfield Athletic Club

Hey Jami,

What a colorful mag you've got and some great articles. Looks like you have a family business too. That's great! Keep up the good work. Center for Whole Health Drexel Hill, PA

Hi PhillyFIT,

I just wanted to say I love seeing your magazine thrive and grow. You've got a hot deal going and it really is becoming a Philadelphia landmark!!! People wait and look for the new issues... sort of like a staple for the region!!!

Barb Samuel

Hi Jami,

First let me say that the copy of PhillyFit you sent to me arrived yesterday. Thanks so much! What a wonderful magazine! Our staff and residents will enjoy your informative magazine, please add us to your distribution list!

Robin D. Link
Administrative Assistant
Villager Services,
Pine Run Community
Doylestown, PA

Dear PhillyFIT,

I am a fitness model (and a

probation officer for Montco. County) and an avid reader of your magazine! I want to congratulate your staff on producing an absolutely wonderful magazine, it makes absolutely fantastic reading whether I'm home or at the gym. I love the fact that it covers the local fitness scene, and that I see people that I know in it. I work out at the LA Fitness in Montgomeryville. Thanks to the magazine!
Sky Johansen

Hello to Philly & PhillyFit!

I just moved here not even a month ago from Phoenix, Arizona and now living in King of Prussia. I also just purchased a home in Oaks and was at one of the LA Fitness clubs when I saw and read your magazine and loved it!
THANKS!
Celia

The 1.2 mile landscaped path is the perfect place for a stroll any time of day for exercise, for fun, or simply to enjoy the sights. Use the sage, off-road connections to Fairmount Park trails to the north for endless amounts of "riverside" walking. The lower Schuylkill River, between the Fairmount Dam and Delaware is open to all types of boating. Recreational and amateur rowing is the newest sport and attraction on the river this year. If you missed rowing in the first ever Regatta on the lower Schuylkill in 2005, your chance will come again in 2006. You can also join scores of paddlers in the annual summer Schuylkill Sojourn.

Wissahickon River Gorge: Wissahickon Valley Park is comprised of 1,400 acres on both sides of Wissahickon Creek. Located in the northwestern corner of the city, it is easily accessible by public transportation or by bicycle. The trail makes for a kick-ass bike ride or a great run. (Look out for the ducks, some of the fittest in our area) You can also horseback ride here. Wow! You will marvel at the massive bridges spanning the deepest parts of the river gorge, as well as the majestic poplar and sycamore trees.

Valley Forge National Historic Park: The picturesque, rolling hillsides of 3,600-acre Valley Forge National Historical Park are a peaceful reminder of freedom won by men's sacri-

fices long ago. It was here that General George Washington forged his Continental Army into a fighting force, during the winter encampment of 1777-78. Just minutes from Center City Philadelphia, you'll want to explore the ten miles of horse trails, and six miles of multi-use trails that wind throughout the park's rolling hillsides. Easily accessible from the Valley Forge exit of the Pennsylvania Turnpike, the park is located at Route 23 and North Gulph Road, Valley Forge, PA. It is open year-round from dawn to dusk, and I think my personal favorite part is the flurry of friendly deer that never seem to get razzled from the joggers.

LOOKING FOR SOMETHING DIFFERENT TO GET YOUR SWEAT ON?

The ancient Hawaiian Sport of outrigger canoeing has arrived in Philadelphia. Philadelphia Outrigger welcomes all paddlers of any skill level to join them on the water. They practice weekly (check out www.phillyoutrigger.com/events). Philadelphia Outrigger currently owns two canoes and the team consists of approximately three dozen paddlers who range from first-timers to world-class athletes, including members of the USA National Dragonboat Team.

Speaking of outdoors, come learn to get fit at the 4th

PhillyFIT Bash - Sunday, May 21st from 11:00am to 4:00pm! This is the ultimate good time event for the whole family, with new and old friends under sunny skies, (yes, we have made arrangements with the Weather Gods and we're working on Fox News weatherman Rob Guarino, to make us a promise to keep it dry). We're expecting over 10,000 attendees so get there early!

Personally, I am really excited about the Bash because this time the soiree takes place at the 422 Business Center - Oaks, PA, just five minutes west of the King of Prussia Mall. Get psyched for a multi-faceted extravaganza! This is not only a BASH, but will also include a Family Fitness Challenge and a barbeque cookout like you've never seen! We'll be showcasing fabulous fitness trainers and workouts galore! But, best of all Gary Barbera is bringing Billy Blanks® Tae Bo® to host a one hour power workout. A champagne toast will be kicked off with Kerri-Lee Halkett and Rob Guarino from Fox News, the DJ's from Q102, Sunny 104.5, Smooth Jazz 106.1, Power 99, and WDAS 1480, Sandy Weston, formerly of NBC and currently of Weston Fitness in Center City, WYSP's the Barskey Show and CN8's crew from the Lynn Doyle Show. This fabulous bunch will be on hand to honor the trainers with a special champagne toast and Sandy will lead everyone in an amazing kettlebell workout chocked full of moves to get you ready for bikini days at the shore.

- 150 Vendors and a Live eight-piece rockin' band! (Learn a little, boogie a lot!)

- Live non-stop workout demos! (Pilates, yoga, core training and more!)
- 76er's DANCE TEAM (Shake your booty with the gals!)
- Free sampling of food, juices, waters, vegan, wine and lo-carb beer! (Don't forget to work this stuff off during our Fitness Challenges!)
- Live concerts for the kiddies! (They'll love it!)
- Beauty makeovers and skin care sessions (Watch out for those UV's!)
- Healty cooking demonstrations! (Enjoy local produce this season!)

Grab a water bottle, the right attitude and get out there! That car commercial really is right, "In this life there are drivers and there are passengers." Spring and summer in Philadelphia are definitely the times to be a driver, or rather, find your inner drive! Come on Philly, put the pedal to the metal! By the time summer is over and we are fifteen pounds leaner, all of the other cities will be envious and will drop and give Philly twenty. Remember, everything "in" is out!

