



THE GYM Armonk's YouTube Contest Awards Nearly \$7,000 of Services "Prep for Prom Challenge" Encourages High School Seniors to Get Healthy

Armonk, N.Y. (February 16, 2010) – High school prom is a defining event in a young adult's life, one that every teenager should attend feeling confident and memorable. To help make the milestone truly unforgettable, THE GYM Armonk has partnered with Paulo's Atelier Salon to create a YouTube video contest encouraging high school seniors to take better care of their bodies by getting healthy and in shape. Two winners will be selected in the "Prep for Prom Challenge" – a male and female contestant – and each will receive nearly \$7,000 in prizes.

THE GYM Armonk's "Prep for Prom Challenge" was designed for teens that want to slim down, get into better shape, and are ready to make a significant change in their lifestyle. High school seniors are invited to submit a 1-2 minute video on YouTube describing why they deserve to win and how the prize will personally benefit them. A panel of judges will review the submitted videos, which must be posted by Wednesday, March 10th. Winners will be announced by Monday, March 15th, and will receive a complimentary customized fitness assessment, personal training, and nutrition counseling for THE GYM Armonk.

The program will begin at least three months before prom and run until the week before each winner's big night. The winners will also receive a skincare consultation from THE GYM Armonk's escape spa professionals, and \$1,000 in services from Paulo's Atelier Salon over the course of one year for both themselves and their family. Each winner's parents or legal guardians will also receive a free one year membership at THE GYM Armonk.

Physical inactivity in adolescents is a severe issue in the United States. According to the US Department of Health and Human Services, 62% of high school students do not reach the recommended level of physical activity for their age. Too many teenagers are making unhealthy dietary decisions. THE GYM Armonk acknowledges that the number one solution to these problems is better health education and more physical activity programs for youths.

"Our goal for this contest is to promote physical activity in high school seniors," said Jamie Nicastrì, THE GYM Manager. "We are encouraging them to use their creativity to market themselves as a contestant while also leading a healthier lifestyle." To be eligible, contestants must be high school seniors willing to commit to a four day per week workout plan which includes nutrition counseling and personal training. All participants must agree to the official rules, and sign the legality form which can be found on THE GYM Armonk website (www.gettothegym.com/armonk).

"It is important to us for young adults to feel good about themselves inside and out," said Paulo Gregorio, owner of Paulo's Atelier, "Our professional services and staff are committed to making people of all ages walk out of our salon feeling beautiful."

About THE GYM Armonk

THE GYM Armonk is a complete lifestyle and fitness center, designed to promote healthy living in a first class atmosphere. Its unique approach integrates total body conditioning and optimal fitness with individualized programs, a nutritional diet and the proprietary e3 Weight Management System. The health club's regularly scheduled classes include a full slate of strength, cardio, dance and cross-training workouts. Amenities include a clothing boutique, juice bar, spa and child care center. The staff's attentive service and the facility's array of scientifically devised programs provide members with a state-of-the-art experience.

THE GYM Armonk is located in Westchester County on 99 Business Park Drive, Armonk, N.Y. Please visit www.GetToTheGym.com or call (914) 219-1601.

About Paulo's Atelier

Paulo's Atelier is a full service salon located in the beautiful town of Bedford Hills, New York. The salon's trained and talented staff provides an exceptional client experience for the whole family. From Baliage, beautiful haircuts, nail and make-up services, Paulo's Atelier has something to offer for everyone. Keratin Treatments and Hair Extensions are examples of some things the salon specializes in. Paulo's Atelier integrates the newest trends with state of the art technology. Open 6 days a week with evening hours. Paulo's Atelier is located on 725 Bedford Road, New York. Call 914-666-2800 or visit www.paulosatelier.com to schedule an appointment.

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