



Raising the bar

Rooftop swimming pool and running track to enhance harbour-side fitness club

Since mid-January, the top floor of MegaBox has been jumping to a new beat. Hip hop, techno and up-tempo dance tunes have been blasting out, keeping feet and bodies moving, and creating a pulse of energy and adrenaline that ensures members will be back for more.

It is all happening not in some darkened nightclub, but in the vibrant studios and spacious exercise rooms of Hong Kong's very latest California Fitness Jackie Chan Sport Club. There, a dynamic team of qualified instructors and personal trainers is ready to give customers in East Kowloon the chance to make 2008 the year to get toned, taut and in trim like never before.

"The teachers are the stars on centre stage; they are our heroes," said Steve Clinefelter, president of California Fitness, who has overseen development of the state-of-the-art facility. "The offering of the fitness club is very much based on group exercise, which is very popular in Hong Kong. In addition, we have a team of over 40 full-time personal trainers to teach the equipment and supervise individual programmes, so members can exercise safely and in a way that is sure to be fun."

With a total area of 65,000 square feet, the new club offers classes throughout the day in everything from BodyBalance® and BodyCombat® to step, tae bo and yoga. People looking for something different can head instead for the indoor cycling studio or do a session using any of the 100-plus cardio machines or the wide range of resistance and free weights equipment. Or, to ease those aching muscles and let the worries of the world drift away, they can head to the steam room or sauna to regain a sense of inner calm and vitality.

By late March, though, there will be even more. The club's location, which includes the podium deck at MegaBox, has provided the perfect opportunity to add a 25-metre rooftop swimming pool, a running track with fitness stations and an outdoor personal training area. It means that members will be able to train and tan, while taking in stunning 270-degree harbour-side views.

"Conceptually, we did not understand at first how impressive everything would be," Mr Clinefelter said. "But we came back for a second look and realised the location was easy to get to, and that the lifestyle mix was there."



健體舞動新天地

自一月中起MegaBox頂樓傳來躍動澎湃，充滿活力的Hip-hop、Techno及Up-tempo旋律、帶動着會員亢奮勁舞，教人樂而忘返。全港最新落成的California Fitness-Jackie Chan Sport Club的專業團體導師及私人教練已經準備就緒，隨時為東九龍人士提供服務，開展纖體健康的2008年。

California Fitness的總裁柯斐特說：「導師是舞台中的巨星，是我們的英雄，本中心配備全港最先進的器材，安排目前最受歡迎的團體課程，超過四十位全職私人教練指導器材應用及教授獨立班，令會員倍感安全愜意」。

嶄新的會所佔地65,000平方呎，全日開放的BodyBalance®，BodyCombat®，踏板舞，Tae bo及瑜珈練習班，還有室內單車、阻

力及舉重設備和超過百台器材的心肺運動區。若要消除疲勞和緊張，最宜來個桑拿和蒸氣浴。三月底將投入更多設施，包括位於MegaBox平台獨一無二的25米天台泳池，連同跑步徑及戶外訓練場，享受陽光之餘，更可飽覽270度的醉人海景。

柯斐特說：「第一次踏足這裏，我們並未太清楚其引人入勝之處，但當我們第二次回來，便體會到交通便捷和多元活動模式的優點，這正是本健身中心選址在此的關鍵。再分析交通流量後，更發現嘉里建設在這方面極具創意，商業元素加上健身的需求，肯定大有作為」，他補充說。

California Fitness在香港經營10間會所，亞洲各地還有另外15間，他們雄心勃勃擴充業務，積極發展健身業務，推廣健康人

生。為配合此理念，他們夥拍成龍這位最為人認識的巨星，他的健康形象有利推展健身事業。柯斐特先生表示：「亞洲人普遍沒有太多運動，但成龍予人活力充沛的形象，會所裏有很多他的肖像，他的名字將會傳遍各國，肯定能收到雙重的品牌效應」。

2008年California Fitness其中一個商業目標是降低能源消耗和減少環境污染，而重要的一步是Powered by YOU的試驗，把會員釋出的能量轉化為電力以照明會所。柯斐特先生解釋：「無人知悉成效如何，但這是能以換能的新方法，試驗會逐一推廣至其他中心，這計劃雖然不能改變世界，但令人鼓舞的是，不少會員已興致勃勃地加入這個行列，進一步認識節約能源和保護環境的重要性」。

“ A team of more than 40 full-time personal trainers teach the equipment and supervise individual programmes so members can exercise safely ”

These, he explained, were key factors when assessing the viability and likely clientele for any new club. “We are very detail-oriented about the traffic flow through the facility,” he said. “But we found Kerry Properties are very innovative in the way they position their product, and were excited that they saw the need for a fitness centre to round out their trade mix.”

With 10 clubs operating in Hong Kong, and a further 15 around Asia, California Fitness has ambitious plans for further expansion, seeing that as the best possible way to encourage healthier lifestyles. For the same reason, the company believes it has been a real coup to team up with Jackie Chan, one of the region’s most recognisable superstars, whose whole career has been built on the need for good physical conditioning.

“In Asia, the lifestyle is not always so physically challenging,” Mr Clinefelter noted. “But Jackie Chan gives a message about exercise which is close to his heart, so you will see a lot of his image throughout the club, and we will continue to take his name to other countries because it gives us double brand power.”

In order to meet its obligations as a responsible corporate citizen, California Fitness has made it an objective this year to reduce energy consumption and minimise impact on the environment. A potentially significant step in this direction is the “Powered by You” experiment, which will convert the raw energy expended by people exercising on fitness equipment into electricity to light the club.

“No one knows where it will lead, but it is a way to tap into human power and will be introduced one club at a time,” Mr Clinefelter explained. “It is not going to change the world, but we are excited about the number of members who have got excited and started their own journey to learn more about energy conservation and the environment.”