



## Personal Trainer Offers Morristown Night Club Boot Camp to Give New Jerseyans "Fit Esteem"

### FOR IMMEDIATE RELEASE:

Personal trainer Chesna Closs wants to help New Jerseyans achieve what she calls "Fit Esteem" at her new fitness boot camp offered at a Morristown night club.

Closs offers Flaunt Fitness! Boot camp, a unique fitness experience, several times a week at the Palm Night Club in Morristown. "Fit Esteem is the feeling you get from being fit," Closs said, adding she hopes that many of her clients will achieve this through her new program at the Palm.

"I wanted to offer people a fitness alternative that was fun, different and accessible," said Closs, who is a member of the New Jersey Council on Physical Fitness and Sports. "People are more likely to stick with exercise if it **is** something they enjoy without lots of barriers."

Closs began her Flaunt Fitness! Boot camp in August with 45-minute classes offered in the mornings three times per week for women at 9:30 a.m. as well as coed classes offered three times per week in the evening at 6:30 p.m. She offers a free health and wellness night once a month as well as free one-week trials throughout the month.

"The Palm is a great space that is underutilized and lends itself to a boot camp," Closs said. "Offering classes and fitness events here is a win-win for everyone."

"Each workout includes a mix of cardio, free-style dance, strength, balance, flexibility and interval training, but no two workouts are the same," Closs said. "I start each class with a cardio warm-up and dance segment. Participants who are not comfortable dancing are given other activities to perform."

"After the warm-up, I take the participants through a series of exercises and drills with additional cardio and dance intervals interspersed throughout the entire workout. We cool down at the end while stretching and

discussing nutrition, goals and fitness-related issues."

Closs welcomes individuals of all ages and fitness levels to the boot camps. "We get to know each participant physically and then we assign individual exercise modifications based on his or her needs," said Closs, who has a masters in social work and more than 12 years of experience as a personal trainer.

Everyone who signs up for boot camp receives a confidential health and lifestyle assessment that includes blood pressure, body fat and other measurements, Closs said. "We discuss and set realistic goals and I provide nutritional guidance plus daily text or email support as needed."

Closs also recommends a sensible and realistic eating plan. "I try to teach people to eat healthy by encouraging them to eat more vegetables, lean protein, fruit and healthy fats and to avoid processed foods, sugar, artificial sweeteners, harmful fats and junk foods."

Wendi Goldman of Livingston recommends Closs as a trainer after training with her twice a week for a couple of years. "Chesna is really amazing at training," Goldman said. "She is extremely knowledgeable about exercising as well as nutrition. Her workouts are tough, but the results are great and well worth it!"

At one time Closs needed to lose weight and lower her cholesterol. So she changed her diet and began exercising regularly and went from a size 10 to a size 4. "Once I lowered my cholesterol and lost weight, my self esteem soared. Improving my fitness had such a positive impact on my life that I founded Fit Esteem to empower others to lead fit lives too."

In Closs' former life, she worked in social services. Then one day, while working out at a gym, she met a woman who needed help with various exercises. After a lengthy conversation, the woman suggested that Closs consider becoming a trainer. Closs describes the encounter as her "aha moment." She began working at various fitness clubs and eventually landed a part-time position as a personal trainer at Can Do Fitness in Short Hills where she worked her way up to personal training manager and oversaw 31 trainers. She resigned in 2007.

Tammy LaGorce, a freelance writer from Madison, said Closs was the big selling point for her to register for the boot camp. "I think the boot camp is awesome," LaGorce said. "It's definitely a great energy boost and a great way to start the day, get your blood flowing and make you feel good."

LaGorce said she thinks Closs' idea to offer the boot camp at a nightclub is a great idea. "Chesna is encouraging and smart and makes it fun.

"Chesna is the real deal-she's a great teacher and very smart and she makes very creative use of that space," LaGorce said of the Palm. "The atmosphere is a lot more intimate."

Palm Owner Nick Olivieri said this is the first time he and the other club owners have ever offered a boot camp in the night club. "At first, I was kind of unsure, but it has gone really well," he said. "She has gotten a really good response and it is good for bringing more exposure to the night club and utilizing the space for other things."

Olivieri said he is impressed with the boot camp. "Chesna's approach has been really creative," he said. "She makes the class fun and has had a good response. I urge whoever is interested in fitness to take it."

For more information on the boot camp or Closs, visit [www.FitEsteem.com](http://www.FitEsteem.com) or call (908) 463-5678. Closs is offering "The Best Fat Blasting Secrets Ever!" to those who sign up for her newsletter. It's a mini eBook that contains several tips on maintaining a healthy and realistic body fat percentage. It's featured at the top of the Flaunt website. <http://www.flaunfitnessbootcamp.com/>.

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