

## **FOR IMMEDIATE RELEASE**

### **Entrepreneur's "100 Brilliant Companies" list reveals emphasis on health, fitness**

MARIETTA, Georgia—Demand is on the rise for innovative products and services that lead to a healthier lifestyle, says a recent article in Entrepreneur magazine naming "100 Brilliant Companies." From nutritious vending machines to pre-travel fitness programs for adventurers, the public seeks easily accessible and healthy solutions to eating, healthcare, and travel.

Named as one of the 100 Brilliant Companies is forward-thinking, health-minded Fit for Trips, a pre-travel fitness company that offers customized programs to get travelers in shape for extreme adventures like climbing Kilimanjaro or heli-skiing the Canadian Rockies. Fitness programs are conducted virtually and include videos, charts to track progress, and access to professional fitness coaches—all via the internet and printable or downloadable to portable devices like iPods.

Travel agents and tour operators have discovered that offering Fit for Trips to their travelers increases bookings for adventure trips as well as satisfaction among travelers. Individuals who otherwise would not imagine themselves physically capable of adventure travel receive confidence and encouragement from a customized Fit for Trips program. Each program is precisely tailored to the type of trip and level of difficulty, whether walking, hiking, paddling, climbing, or other activity. Similarly, being physically prepared for an adventure trip reduces the chances of injury, soreness and fatigue, or failure to complete an activity like summiting a mountain. This preparation leads to happier travelers who are more likely to book another adventure in the future.

"There are more people who don't think they can handle an adventure vacation than who actually take adventure holidays. I founded Fit for Trips to ensure that any traveler with an adventurous desire could fulfill their dream. Additionally, our product helps tour operators meet the expectations of clients using a Fit for Trips online fitness program. Our customized programs make it possible for more travelers to go on adventures—and enjoy them beyond expectations," says Marcus Shapiro, Founder of Fit for Trips.

Past Fit for Trips customers credit the company's customized programs for success in completing strenuous walking treks, summiting Kilimanjaro, hiking in Rwanda, and generally getting into better physical shape to more fully enjoy their travel experiences. "I will definitely use Fit for Trips another time. And hopefully soon—as I am now addicted to adventure!" says satisfied Fit for Trips customer M. B. from Massachusetts.

Fit for Trips was founded by fitness trainer and adventure enthusiast Marcus Shapiro to help travelers get the most out of their adventures, and to serve the adventure travel industry by encouraging more potential travelers. Fit for Trips partners with tour operators and travel agencies around the globe to offer fitness preparations to those who wish to be physically fit for their next adventure. For more information on the specialized programs offered by Fit for Trips and partnership opportunities, please visit the website: [www.fitfortrips.com](http://www.fitfortrips.com).