

**Contact: Kathleen White**  
Marketing & Creative Services  
Phone: 719.488.6583  
Email: kawhitedesign@yahoo.com

**Commercial Fitness Solutions**  
12386 Dumont Way, Suite 100  
Littleton, CO 80125  
Phone: 720.479.8200 or 1-800.500.1098  
Email: [info@commercialfitness.com](mailto:info@commercialfitness.com)

**COMMERCIAL  
FITNESS  
SOLUTIONS**

# Press Release

## **COMMERCIAL FITNESS SOLUTIONS ADDS NEW TEAM MEMBER AND EXPANDS CUSTOMER REACH IN WESTERN COLORADO.**

Industry veteran Emily Garaffa brings a valuable blend of sales experience and fitness knowledge to organization.

**Littleton, CO, April 2011** — Commercial Fitness Solutions continues to expand with the addition of Emily Garaffa to their sales team. Emily, who lives in Snowmass Village, Colorado, will enable the Littleton-based company to now offer high-level support and service to customers west of the Continental Divide. “This will enhance our ability to provide our customers with the products and services they need to support and grow their businesses,” stated Ken Greenberg, founder and co-owner of Commercial Fitness Solutions. “Emily shares our passion for design and fitness, and the desire to create facilities that provide an exceptional user experience.”

A life long athlete and coach for many years, Emily has dedicated much of her life to teaching people about fitness. “I was a former physical education teacher and volleyball coach at the high school and collegiate level. I was assistant coach at Hope College in Michigan and a professional Beach Volleyball competitor for five years. After teaching and competing, launching a personal training business, focusing on an education-based approach seemed like a natural path,” stated Garaffa, who has personal training certifications from the National Strength and Coaching Association. Her business, Design2BFit, grew quickly and she established a reputation amongst Aspen and Snowmass residents as a regional fitness expert. Before long, a variety of companies sought out her consulting services to design fitness facilities. “I understand how to maximize a user’s experience through equipment choices, flow of the space and enhanced aesthetics, providing an experience beyond a traditional workout.” Garaffa soon gained national recognition; some of her past projects include the prestigious W Hotel in South Beach owned by Starwood Property Group and the 1800 Club in Miami, Florida. In the Aspen/

**For Release 8 a.m. MST, April 14, 2011.**

Snowmass area she's completed the Roaring Fork Club, Maroon Creek Club, The Little Nell Hotel, Snowmass Village Recreation Center and the Dancing Bear Residences.

"Our company philosophy is to do more than sell fitness equipment suitable for a specific space," points out Ken Greenberg. "We view each project as an opportunity to build a long-term relationship with our customers. We see ourselves as fitness advisors and consultants that begin with design conceptualization to provide facilities that exceed our customers' expectations. Emily shares that vision."

Emily co-owns Design2BFit, founded in 2001, with her husband David who is also known as a premier personal trainer and athlete. They have 2 children and live in Snowmass Village, Colorado. Emily can be reached at [emily@commercialfitness.com](mailto:emily@commercialfitness.com) or by calling 1.970.379.9062.

## About Commercial Fitness Solutions - *Colorado's leading authority on planning and designing creative fitness facility solutions.*

Commercial Fitness Solutions is the *answer* to all your Fitness Center needs. We provide design, sales, and service and can help you plan a distinctive facility to stand out from the competition. To learn how to create an exceptional fitness experience for your customers contact Commercial Fitness Solutions at 1.800.500.1098. Commercial Fitness Solutions is located at 12386 Dumont Way, Suite 100, Littleton, CO 80125.

Email: [info@commercialfitness.com](mailto:info@commercialfitness.com)

Website: <http://www.commercialfitness.com>

*For additional information, contact:*

Kathleen White

Marketing and Creative Services

Email: [kawhitedesign@yahoo.com](mailto:kawhitedesign@yahoo.com)