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**COMMERCIAL
FITNESS
SOLUTIONS**

Press Release

COMMERCIAL FITNESS SOLUTIONS MAKES STATE OF THE ART RECREATION CENTER A REALITY FOR THE CITY OF FRUITA.

Long-awaited community recreation center opens in Colorado's Grand Valley.

Fruita, CO, February 2011 — Commercial Fitness Solutions, in partnership with the city of Fruita, announces the completion of a unique community center concept fulfilling the recreational needs of youth, adults and active aging residents by offering wellness, fitness and social facilities – all under one roof. Eagerly anticipated for many years, the facility includes a new Mesa County Library branch - the only recreation center in Colorado to include a library - and the first new library site built in Mesa County since 1901.

The recreation center includes fitness and wellness spaces, a group exercise room, an elevated running track, community meeting rooms, a gymnasium, senior center and a combination indoor leisure/lap pool. This is a world-class recreational community center," stated Mark Kahila, Fitness Consultant at Commercial Fitness Solutions. "Our goal was to work with the city to create a sustainable facility that provided community members an exceptional fitness experience."

Focusing on the layout and strength product for the 4100 square foot fitness area, Commercial Fitness Solutions recommended a full line of Cybex Eagle strength and circuit machines plus two state-of-the-art Cybex Arc Trainers – both with High Definition Personal Entertainment Monitors. "Our company philosophy is to do more than sell fitness equipment suitable for a specific space," stated Kahila. "Each project is 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 exceeding our customer's expectations."

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“We were looking to partner with a company who were experts about fitness equipment options. Our diverse demographics required durable equipment that was easy for all of our members to use,” stated Ture Nycum, Fruita’s Park and Recreation Director. “We knew that Commercial Fitness Solutions would plan for the current and future fitness needs of Fruita citizens.” Nycum, who estimates that the valley is home to roughly 70,000- 80,000 people, expects the recreation center will appeal to residents across the region. “With the next closest recreation center located in Delta, we expect to draw people from all over the valley to our new facility,” stated Nycum.

Well known as a hot spot destination for Mountain Biking enthusiasts, the city hadn’t been able to provide recreational facilities for athletes and families visiting Fruita to mountain bike. Being an avid mountain biker, Mark Kahila was especially excited that the center could now offer amenities to fellow mountain bikers. “Visitors will be able to use the fitness and pool facilities on a drop-in basis,” stated Kahila. “And with the addition of the library, people are saying that Fruita will have the smartest athletes in the Grand Valley.”

On February 12, 2011 the city hosted a grand opening to its residents. The response from the community was powerful and emotional. “It was so fulfilling to see people’s faces light up as they toured the facility,” said Kahila and Nycum. “They were truly excited and proud that their community now offered such an awesome resource for both their families and visitors.” For more information about the Fruita Community Recreation Center visit <http://www.fruita.org>.

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.

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