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FOR IMMEDIATE RELEASE

SPRINT 8 Challenge to Reward Contestants for Results

*8-Week Competition to Offer Great Prizes and Outstanding Results with the 20 Minute
SPRINT 8 Program Available Exclusively on Vision Fitness Equipment*

COTTAGE GROVE, Wis. (December 29, 2011) – Vision Fitness announces the start of the 2012 SPRINT 8 Challenge, an-eight week contest beginning January 2 that promises great prizes and incredible results by working out a minimum of three times a week on fitness equipment with the [SPRINT 8](#) cardio program.

“When it comes to working out, everyone can benefit from a goal or some extra motivation. This contest is perfect for anyone looking to improve their health and change their life while winning great prizes,” said Gary Peak, executive vice president of the specialty channel. “Whether you are a beginner or a seasoned athlete, the SPRINT 8 Challenge is a great way to get rewarded for results.”



Available exclusively on select Vision Fitness [treadmills](#), [elliptical trainers](#) and [exercise bikes](#), SPRINT 8 is an anaerobic workout program designed to maximize health benefits in a minimum period of time. Vision Fitness partnered with fitness guru Phil Campbell, author of “*Ready, Set, Go! Fitness*,” to develop the program, which takes only 20 minutes from start to finish – less time than it would take to drive to the gym.

SPRINT 8 consists of short periods of intense exercise followed by active rest. To get started, users simply push a button to initiate the program. Then, they are automatically prompted to increase their speed or rest at the appropriate intervals. Performed at least three times per week, the program is designed to naturally increase the release of growth hormone, which has been proven to help cut body fat, tone muscle, boost energy and improve overall speed and endurance.

(more)

SPRINT 8 CHALLENGE – ADD ONE

The program can easily and effectively be tailored to provide an ideal workout for all ages and fitness levels. However, it's especially beneficial for those experiencing "somatopause" – the medical term for the weight gain, loss of muscle, energy decline and wrinkled skin that many experience upon entering middle age. To combat somatopause, leading medical researchers around the globe recommend anaerobic exercise, like SPRINT 8, which helps to release natural growth hormone.

By committing to the program for eight weeks, contestants will have a chance to win a Grand Prize of a \$1,000 Visa Cash Card or a Vision Fitness cardio product valued at \$2,499. First and second runners up will receive a \$250 Visa Cash Card and a \$100 Visa Cash Card, respectively. Participants are encouraged to share their progress weekly online for a chance at several prize packs.

To enter, participants will need to:

1. "Like" [Vision Fitness on Facebook](#)
2. Take a current photo of themselves
3. Complete the Sprint 8 program at least three times a week for eight weeks
4. Take an after photo and upload both photos to the Sprint 8 Challenge app on the [Vision Fitness Facebook page](#)
5. Encourage friends and family to vote for them

Finalists will be chosen by community vote. A Vision Fitness panel will chose the winners. For more information about the SPRINT 8 Challenge, including the Official Rules, and Vision Fitness equipment featuring SPRINT 8, please visit [VisionFitness.com](#).

About Phil Campbell

Phil Campbell, developer of SPRINT 8, is a well-known author, speaker and athlete. He has a gift for taking complex medical subjects and making them understandable and practical. He is also sought out by athletes internationally looking to improve their speed, agility and quickness. Campbell and his workout programs have been featured in a variety of leading publications, including: *O Magazine*, *Outside*, *OnFitness*, *Muscle Mag*, and *Successful Coaching*.

About Johnson Health Tech

[Johnson Health Tech](#), the third largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, including: [Matrix](#), [Vision](#), [AFG](#), [Horizon](#) and [LIVESTRONG® Fitness](#). The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment.

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