

MEDIA RELEASE

The Club at White Oaks Resort Brings in New Cardio Equipment for 40th Anniversary

Niagara-on-the-Lake, Ontario (Oct 1, 2018)

The Club at White Oaks is approaching their 40th year in business this fall and part of the celebration has been to bring in a whole new refresh with state of the art equipment.

Partnering with Stak Fitness, The Club has purchased 40 new pieces from Matrix as well as 26 Johnny G spin bikes. The list includes treadmills, ellipticals, recumbent bikes, upright bikes, hybrid cycles, ascent trainers, rowers, climb mills and Matrix S Force performance trainers .

What's so impressive about new equipment in a gym?

"This equipment is the most technologically advanced pieces we've ever had and make the experience for our club members beyond anything else available. Each piece is connected to wifi allowing you to enjoy Netflix, regular TV, check your facebook or take a virtual tour while working out. The tours are really amazing and are actual cities or places in the world so you can run in a downtown city street in Singapore or maybe cycle in Arizona. The visuals are amazing. As well, there is a fitness tracking app that goes along with these pieces, customized to The Club of course, where our members will be able to download the app, sync it to the piece of equipment and track their progress right on their device" states Sandra Lynch, Club General Manager.

"The feedback from the members has been tremendous and we are thrilled with this new purchase. It's a wonderful way to celebrate 40 years in business, and lead us into the next 40!" says Lynch.

The celebrations will continue with an open house event Saturday, October 27th from 10am – 4pm where non-members can check out the facilities, try the classes and of course the brand new equipment. This November the annual Club Member Christmas party will be extra special, held in Exhibition Hall, with a live band, and special tributes to the founding members of the club. Lynch tells us, "It's a fantastic year to be a member here and we are excited about all the great things we have planned this fall."

About The Club at White Oaks:

The Club at White Oaks was established in 1978 and has continued to be the Niagara Region's most prestigious and all-encompassing private fitness and racquet club. Featuring six indoor tennis courts, eight squash and two racquetball courts the club also boasts three floors of state of the art fitness equipment for strength and cardio training. Innovative group exercise options include power cycling, yoga, pilates, zumba, aquatics, and in-tudio strength training options. The Club has the region's best junior programs for both tennis and squash and programming includes instruction from the very young beginner through to high level performance athletes.

For More Information:

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the club

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