



One Body One Life

June 2007

## **V Club Secures World's Leading Yoga Master To Launch Unique Yoga Program**

The world's most renowned yoga master, Master Kamal, is coming to Australia to partner with Sydney's newest health club – V Club – to rollout a unique yoga program.

Master Kamal, initiated by the esteemed Swami Veda Bharati into the highest Himalayan tradition, is owner of Planet Yoga; the world's largest yoga centre.

With over 20 years experience Master Kamal's expertise is extensive. He is the founder of Andhra Ashtanga Yoga, a presenter on Thailand's "Yoga For All" television program, an educational partner of the Asian Academy of Sports Fitness Professionals and is an instructor to athletes currently preparing for the Beijing Olympic Games.

V Club founder and chief executive officer, Selena Short, says: "Master Kamal is arguably the biggest thing in the world in yoga and to be able to secure him to teach and place his yogis and rollout our yoga program for our members is fantastic.

"When we came to Australia we conducted extensive research and the feedback we kept getting was that people understood the benefits of yoga but they wanted it to be more accessible," says Short. "They were going to one facility to do their yoga, another to do their Pilates and somewhere else to do their weights and spin classes."

At V Club members can enjoy the convenience of a range of over 200 classes per week from traditional to specialised yoga, Pilates, spin, boxing, pole dancing, combat and state of the art resistance and cardio equipment from the best Instructors and yogis in the business. All under the one roof.

Selena Short says: "Master Kamal is one of the most innovative yoga masters in the world. He continually creates new yoga classes including founding Kryoga, and a unique form of hot and warm yoga conducted in either 37°C or 32°C heated studios. Derived from the oldest forms of Hatha and Ashtanga yoga, Kryoga classes are only available from V Club in Australia.

"He's amazing; the moment you walk in the room you feel his charisma and energy. It takes just one class to feel the benefits and get addicted," says Selena.

Master Kamal is visiting Australia on 29 June to 3 July 2007 and will be conducting a limited number of classes at V Club during this time. To find out more visit V Club at 48 Druitt St Sydney or call 02 8088 8888.

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### **About V Club**

V Club offers a unique blend of Eastern and Western fitness classes and facilities where members can enjoy the benefits of a range of over 200 classes per week including yoga, Pilates, spin combat, weights and state of the art cardio and resistance equipment from the best yogis and instructors in the business all under one roof.

With over 2,700m<sup>2</sup> of space across four individually designed floors, V Club is Sydney CBD's biggest club. The four floors are uniquely themed to create different zones where not only the music but the colour and smell are all varied to generate the desired energy for the appropriate activity.

Members have the freedom to choose the red themed hot yoga studio heated to 37°C for a hot yoga class, the blue themed spin studio, high energy studio for a high energy class, or the resistance and weights studios. After a workout members can enjoy a number of other facilities including tanning booths, sauna and steam rooms and a luxurious lounge where they can relax and enjoy wireless internet or V Club's extensive library.

V Club members can also enjoy the V lifestyle globally with reciprocal rights benefits in over 3,000 clubs in more than 50 countries worldwide, making a V Club membership a ticket to global fitness.

Selena Short, chief executive officer, says: "Our objective when we came to Australia was to create something unique and revolutionise the fitness industry in this country.

"Following our research it became clear to us that when it came to their health and fitness people wanted nothing but the best facilities, instructors and equipment available. There is nowhere else in Australia where you can enjoy specialised yoga classes including hot yoga, combat, weights, true Pilates, pole dancing and spin all under the one roof.

"We have engaged Michelle Dean as our chief of programming. She is phenomenal, she has established fitness programs in over 20 countries is an ex-international aerobics champion and has presented on a number of television shows, including Aerobics Oz Style. It's amazing how many people know her here when we walk down the street," says Short.

At V Club you can choose to accelerate your heart rate or still your mind depending on your mood and objectives for the day and leave the Club feeling centred and refreshed.

Having launched its flagship Club at 48 Druiitt St Sydney V Club is currently looking for further venues for rollout of their Clubs in Australia.