

**Press Release – November 27, 2017**

**Northwest Personal Training celebrates 18<sup>th</sup> Anniversary of helping people adopt a healthy & fit lifestyle**

Northwest Personal Training opened their fitness and training business in January 2000 with hopes of making our community a little healthier. There were lots of other gyms already open at the time but their approach was new to the area and probably one of the reasons they've been so successful. When McMillan opened the studio 18 years ago, it was the first of its kind in the Northwest.

“As a Personal Training studio, we differentiate ourselves from a typical fitness gym because we focus on a more customer service oriented, boutique style experience.” says Sherri McMillan, owner. “You see, there are a lot of people out there who pay for a gym membership but never actually use it. And that's a critical aspect of a gym membership - you actually have to use it to get results! If you don't show up, we'll be calling to find out why! It's exactly this type of accountability that most people need to help them stick to a program and get great results! We pride ourselves in our attention to detail and the service and value we offer the people who have trusted their health and fitness to us” says McMillan. Sherri adds, “Because our studio is small and intimate, we have created quite the fitness family where lasting friendships have formed as a result of people meeting at the studio! In fact, we've even been responsible for a few marriages! We have worked hard to create an environment that is motivating, uplifting, non-intimidating and welcoming. A home away from home. If we can offer a place where our clients enjoy being, they'll be more likely to get here. And once they're here - we take care of everything else. Programming is cutting edge, well-balanced and safe. And our team of trainers are the best in the industry winning numerous awards – when it comes to your health, you definitely want to work with the best!”

Northwest Personal Training offers one-on-one Private Training, Partner Training and small Group Training classes including Indoor Cycling, Fitness Barre, Rowing, HIT Training, Bootcamp, Muscle Conditioning, Core Conditioning, Pilates, Yoga and more.

In addition, Northwest Personal Training always has some type of event they are hosting that gets their clients outside the four walls of the gym from hiking, cycling, running, triathlons and more. “We want our clients to put their fitness to use and get outside and enjoy the beautiful Northwest right in our backyards!” says McMillan.

NW Personal Training is also committed to giving back. They started many popular, local events including Girlfriends Run for a Cure which has raised over \$500,000 for the diagnosis, treatment and cure of Breast Cancer. They support various local charities hosting Food Drives for the Clark County Food Bank, competing in charity basketball and kickball tournaments, participating in the Local Dancing with the Stars, and at Glamorous Glams, they raised over \$50,000 for the Children’s Center.

And their success has not gone unnoticed! They have been recognized as the Better Business Bureau’s Business of the Year for their customer service initiatives, the Chamber of Commerce Community Builder Award for their local charitable contributions and community support and have been voted #1 Fitness & Training studio by both the Columbian Newspaper and the Vancouver Business Journal. Sherri McMillan has also been acknowledged within the fitness industry itself winning the International Fitness Presenter of the Year, the IDEA International Program Director of the Year, the Canadian Presenter of the Year and the Inaugural DEA International Personal Trainer of the Year.

“All these awards and recognitions just prove that we take what we do very seriously. We aren’t happy until our clients are experiencing life-changing transformations! That’s what’s most important to us!” says McMillan. She continues “You won’t find another training organization anywhere in the world with our credentials. We have multiple trainers on our team that are authors, fitness presenters, and award winners. When we say we are a world-class training studio that hosts the World’s best trainers, it’s a true fact!” Another interesting point is that the first trainer who was ever hired at Northwest Personal Training, Rob Cloke, is still there today changing thousands of lives in Clark County. McMillan reports “...we have multiple team members who have been with us longer than a decade. That says a lot in an industry when the typical longevity of a trainer in most clubs and studios is 5 months. We definitely have a very unique thing going on where it feels more like a family where we all support each other to help our clients reach their goals.”

What's next for Northwest Personal Training? McMillan says "Last year, we opened up a new location in Salmon Creek so we will continue to build our clientele there. After that, we'd love to see something on the East side of Vancouver. We have many people who ask us to open a studio near 164th, 192<sup>nd</sup> or Camas area so that will be the next area we focus on so we can help people all across Clark County. We look forward to many more decades of health and fitness in Vancouver WA!"

## **2 options to celebrate!**

**What:** 18<sup>th</sup> Anniversary Workout Party, Ribbon Cutting and Celebration!  
**Bike, Bootcamp & Barre** – We will rotate through various stations for a full body muscle and cardio workout. All fitness levels are welcome.  
Workout with Sherri McMillan, Award Winning Fitness Trainer & the Fitness Columnist for the Columbian Newspaper and other NWPT Trainers.

**When:** Tuesday January 9<sup>th</sup> at Noon for the Class, 1pm for Refreshments and Anniversary Ribbon Cutting

**Where:** Northwest Personal Training, 1011 Broadway, Downtown Vancouver WA

**Cost:** FREE and everyone is welcome!

**OR**

**What:** 18<sup>th</sup> Anniversary Workout Party & Celebration  
**Bike, Bootcamp & Barre** – We will rotate through various stations for a full body muscle and cardio workout. All fitness levels are welcome!  
Workout with Sherri McMillan, Award Winning Fitness Trainer & the Fitness Columnist for the Columbian Newspaper and other NWPT Trainers.

**When:** Saturday January 13<sup>th</sup> 8:00-10:00am for workout  
10:00am – Healthy refreshments & Door Prizes

**Where:** Northwest Personal Training, 1011 Broadway, Downtown Vancouver WA

**Cost:** FREE and everyone is welcome!

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EMAIL  
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