



MEDIA RELEASE: TRIBE TEAM TRAINING™

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TRIBE Team Training™ expands into UK and European markets with David Lloyd Leisure.

TRIBE Team Training™ is set to officially launch in the United Kingdom and Europe next month, having recently solidified a partnership with David Lloyd Leisure – a premium Health and Fitness franchise encompassing over 90 facilities.

David Lloyd's 6,000 member strong Hampton based club will be the first centre to offer four out of five TRIBE programs - TribeFIT™, TribeCORE™, TribePUNCH™ and TribeLIFE™, with the plan to host TribeKIDS™ in the near future.

The official launch evening is scheduled for June 5th and will be followed by the traditional TRIBE Team Training™ Free Week from June 10th-15th. Free Week offers members the opportunity to try out any of the four programs before signing up for the first full Season, commencing June 17th.

TRIBE's International Creative Director Toby Donnelly moved to London in late April to personally oversee the launch's success. He has been working closely with TRIBE Team Training™ UK CEO Glen Stewart and David Lloyd's Head of Sport, Rob Beale to set the foundations for a successful first season and eventual growth of TRIBE Team Training™ throughout the numerous David Lloyd facilities.

Donnelly says he is honoured to be initiating TRIBE Team Training™ in the UK and Europe with David Lloyd.

"This partnership is huge for TRIBE Team Training™ UK and TRIBE Team Training™ International. We are excited to be partnered with such a credible and dynamic organisation. They are a wonderful launching pad from which we can showcase our programs and their unique team training style effectively.

Here we have two organisations who are leaders in their industries working together to achieve more for the community member, as well as providing a solution to current demands and shortfalls of the fitness business in the UK, Europe and around the world.

Stewart says TRIBE's unique team training design will bring a completely new culture of exercise and community to the David Lloyd Leisure centres, one that in time, he hopes to implement elsewhere in the UK and Europe.

"The TRIBE Team Training™ system, based on an exploration of functional human movement, offers members the opportunity to develop their physical potential regardless of their initial fitness level.

"With every single workout being unique, members can feel and appreciate how each session has been carefully designed and programmed with the purpose of building and developing on the previous session.

"TRIBE Team Training™ provides the benefits of personal care, progressive programming, and team cohesion to create an inspiring environment targeted at achieving measurable results. We're eager to watch this develop through the Seasons with the members of David Lloyd. TRIBE Team Training™ is about to change how people exercise here in the UK and Europe."

Donnelly and Stewart will be conducting the first training module this weekend, resulting in certification for eight David Lloyd Personal Trainers. These trainers will run the TRIBE programs in the Hampton club come the Season launch in June.

For more information on TRIBE Team Training™, please visit www.tribeamtraining.com

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