

# "MTV to feature Core Fitness trainer"

BY HEIDI SWEENEY

It is a time when thousands of individuals apply to be on hit television shows such as *Extreme Makeover* and *The Swan*.

Their desire is to change their self-image by means further than clothes, make-up and hair. It's a longing to change their entire bodies that is leading these individuals to a series of cosmetic procedures and months of recovery.

The MTV "True Life" series, "I Want a Perfect Body" documents a person who wants to go beyond the measure of mainstream fitness to obtain the body of a national fitness competitor, but without the use of drugs and surgery.

MTV has been filming at CORE Fitness in East Greenwich located in the Benny's Plaza, along with its two Massachusetts locations in Walpole and Franklin. Since December, spotlighted at CORE have been Nationally Renowned Fitness Coach Cathy Savage and perfect-body seeker Rebecca Swimmer.

Swimmer is a Harvard Neuroscience Ph.D. student who was chosen from over 1000 applicants nationwide. MTV has filmed her life at school and her training with Savage at CORE. By the time she would compete in the South Beach National Fitness Pageant in Florida, Swimmer would total more than 100 hours of training.

MTV's decision to put CORE Fitness in the limelight serves a dual benefit for the documentary. Not only is it the largest training center for female national fitness competitors in America, it is home of one of the most successful fitness coaches in North America. Savage has over 100 clients across the country including top clients who have been titled Miss Fitness America and Miss Fitness Universe and who made magazine covers of *Oxygen* and *Muscle & Fitness*. The aforementioned competitions, like that of the Fitness America South Beach Pageant are not fitness competitions where woman tout their eye-popping oversized brawn. The competitions are geared toward showcasing sculpted, fit, feminine physiques.

## The CORE philosophy

The manner in which fitness competitors train, says CORE President/CEO Brian Kablik, is the same as CORE members.

Whether an individual is training for a national competition or is a parent simply striving for fitness, the common approach is one based on living a longer, healthier life.

The mentality at CORE Fitness is not based on image, said Kablik. Instead it's based on simply wanting to improve one's fitness level and stay healthy doing it the right way.

CORE'S Philosophy is based on complete lifestyle enhancement and is one of a functional approach.

"With functional training, the goal is to make the whole of the body stronger than the sum of its parts," said Kablik.

Instead of focusing on building big, bulky muscles, functional training seeks to create a lean and sculptured body. This body will be capable of responding to every demand performed by a healthy person.

"It is functional approach to fitness that delivers amazing results whether you are a mother, student athlete, 50-something professional, or national fitness competitor," he said.

"The real thing that links all these people together is a shared attitude or mindset," he said.

With female fitness competitors, however, they take it up a notch.

It's a competitive spirit," said Kablik. "It's the one area where they can compete and still have it compatible with their lives."

That's where Savage comes in. Savage trains women who value a fit and healthy lifestyle and want to take it a step further in the realm of a hobby and recreation. Savage's method bypasses cosmetic procedures and the painstaking recovery process and improves self-image from the inside out.

## The two-women team

Before training with Savage, Rebecca had a healthy looking physique, one that would even stand out on the beach.

Under the guidance of Savage, she would reach six-pack-ab status and her quest for the "perfect body."

Bagels and pasta were replaced with brown rice, sweet potatoes, chicken and egg whites.

Food is not frowned upon in fitness training, its necessary to provide fuel in reaching goals. Egg whites are chockfull of protein and build muscle.

"If you eat healthy foods there's no way you won't see results," said Savage. It's basic physiology. "If you eat well, you'll look good."

Cardiovascular and weight training was scheduled five days a week, averaging two hours each day.

"The eating, training and cardio is much more intense than that of an average person," said Savage.

What drives many of the women who compete in fitness competitions is a past of athletics and a desire to reinvigorate this in their lives.

"Maybe they were a dancer or played a sport when they were young and the performing aspect in their lives," said Savage.

The competitive characteristic is key in motivating these fitness competitors to their ideal bodies.

"There are always people who look good then there are the people who look great," said Savage. "They kick it up a notch."

Fitness competitions celebrate what these women do in the gym for hours upon hours.

The competitions have a pageantry tone, where woman compete to demonstrate outstanding poise and confidence, along with physical fitness. Stage routines are choreographed and can include push-ups and other maneuvers exhibiting strength, flexibility and endurance.

"There is a lot that goes into it. It's not just training, but doing the routine as well. It's much like a Miss America with muscles," she said.

Savage began coaching women in the realm of female fitness competition in 1994 soon after the sport first aired on cable television's ESPN.

The sport has grown since it was first introduced in 1989 and Savage is hoping that with MTV spotlighting of female fitness competitors, its popularity will soar.

"That has been my goal all along. These women are serious athletes and they don't get much credit," said Savage.

MTV's award-winning *True Life* documentary first aired in 1998. The series tells remarkable real-life stories of young people and the unusual subcultures they inhabit.

"Whether documenting the lives of gay marriage activists, individuals dealing with obesity, or teens in high school--the *True Life* series tells its stories solely from the varied voices and points-of-view of its characters--putting the series in the unique position of reflecting the state of youth culture at any given moment," according to MTV.

The "True Life" series, "I Want a Perfect Body" is scheduled to air on MTV in June.

CORE Fitness in East Greenwich is located at 5600 Post Road inside Benny's Plaza. For more information, call 886-4700 or visit the website [www.corefitness.us](http://www.corefitness.us)

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