

**PRESS RELEASE / PHOTO OPPORTUNITY MARCH 2010**

For immediate release

## **South Gloucestershire Leisure Centre launches** **Studio:Tech**

Bradley Stoke Leisure Centre is proud to announce the opening of its new state of the art interactive fitness room, Studio:Tech.

Studio:Tech is the first fitness studio in the UK to feature WebRacing™ - the newest and most exciting form of fitness available. Participants are transformed into a virtual character (an avatar) and can race against each other on the virtual rowers and bikes whilst watching the race unfold on the big screens. Alternatively, customers can also take centre stage on the four-way dance podium or practice their gaming skills on the Wii's. Studio:Tech offers a cross between a cardio routine and a fast-paced virtual game which gives both body and mind a thorough workout.

**Lisa Vyner, Leisure Operations Manager** at the Centre said "Studio:Tech" is a fantastic new facility offering a range of interactive activities. We are very proud and excited to be the first Leisure Centre in the UK to introduce this top of the range technology and are sure that our customers will benefit greatly from having access to this revolutionary equipment."

Studio:Tech is aimed at the teen market however in trials many 'grown up' customers have been excited about Studio:Tech and the younger customers may not have it all their own way.

As part of Have a Heart week, the Heart Angels will be making an appearance at Studio:Tech between 9am - 7pm on Thursday 18<sup>th</sup> March. Why not challenge them to a race and see if you could win one of our spot prizes which include a full gym membership package worth up to the value of £140.00.

Contact the Bradley Stoke Centre on T: 0300 333 0300 or visit [www.sgleisure.org](http://www.sgleisure.org) for more details.

**- Ends -**

Notes to editor: To arrange for your reporter, film crew or photographer to receive access to the Studio: Tech room and to try out WebRacing™ please contact [gina@writingboutique.co.uk](mailto:gina@writingboutique.co.uk).

South Gloucestershire Leisure Ltd is a charitable trust established in November 2005. Bradley Stoke Leisure Centre is one of five leisure centres it operates in South Gloucestershire on behalf of South Gloucestershire Council. The Trust is overseen by a board of voluntary trustees.

All press releases can be found online at: [www.sgleisure.org/press\\_releases](http://www.sgleisure.org/press_releases)

For further information relating to the leisure trust, please contact James Clifford, Head of Marketing for South Gloucestershire Leisure Trust on 01454 867065 (work) or 07712630579 (mobile).