



Press Release

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Curves Announces the 'Curvette of the Year 2011' Finalists

Curves women only fitness club is delighted to announce the finalists for the 'Curvette of the Year 2011' competition. This is the fourth year of the competition, which aims to find a Curves member who has not only lost weight and inches through Curves but has also experienced positive life changes since joining the Curves programme. The overall winner will be announced in January 2011. The six finalists have been selected from across Ireland and include; Amanda Byrne, member of Curves in Mullingar, Co. Westmeath, Edel Moran, of Curves in Castlebar, Co Mayo, Eithne Kendrick, who attends Curves in Walkinstown, Dublin, Leah Tierney, of Curves Greystones, Co. Wicklow, Noelle Sexton, who is a member of Curves in Douglas, Cork and Rita Dandy of Curves in Baldoyle, Dublin.

41 year old Amanda Byrne was inspired to join Curves to become fit and healthy after making the decision to stop smoking. Amanda had also suffered from serious health problems in her early twenty's, resulting in early menopause in her 30's - this caused her to gain a lot of weight. Since joining Curves in October 2007, Amanda has lost over three stone and dropped five dress sizes. Amanda comments, "I have made a lot of friends since joining Curves and as a group we all motivate one another, which I think is really important. Thanks to Curves I am now healthy, fit and well."

After seeing photographs from her college graduation in September 2009, Edel Moran (24) decided that she needed to lose more than 'just a few pounds'. After joining her local Curves gym in Castlebar, Co Mayo it took Edel just over eight months to lose 3 stone and drop an incredible four dress sizes. Edel is grateful to Curves for the encouragement she has received, "Curves has changed my life, I feel so much healthier and my fitness levels are so much better than this time last year. It wouldn't have been possible without the support of Curves."

42 year old, Eithne Kendrick has lost over three stone since joining Curves in August, 2007. Eithne joined Curves as she felt she was unable to do many things she wanted to do because of her weight. She was immediately impressed by the style of Curves and the level of attention paid to each member. Being a stay at home mother, Eithne is particularly happy with the social side of Curves, saying, "The people and staff are friends for life. I will never be able to give back to Curves what Curves has given to me".

Leah Tierney, 29 had begun feeling depressed and withdrawn as she felt her weight was out of control, following the birth of her son. Since joining Curves in January of this year, Leah has dropped an amazing four dress sizes and lost over 4 stone. She has rediscovered her self confidence and how to have fun again. "I'm the last one who wants to go home now on a night out, I used to be the first!"

Having failed at other weight loss programs, Noelle Sexton, 31 joined Curves in 2007 in order to regain her self esteem and become healthier. Noelle got married in May 2009 and had lost almost 2 stone for the big day. Noelle gave birth to her son just six months ago and exercised in Curves up until week 36 of her pregnancy. Since coming back to Curves after the birth, Noelle has dropped a stone and a half and is well on her way to achieving her pre-pregnancy weight. "Curves helped me sail through my pregnancy without any complications. I think Curves is a fantastic way to lose weight for any mother trying to juggle work and kids."

64 year old, Rita Dandy has overcome a great deal of personal tragedy prior to becoming a finalist for Curvette of the Year. Having lost six family members over a period of 18 months, mostly due to heart conditions, Rita endured a triple by-pass operation at the age of 58, which prompted her to get healthier and lose weight. She joined Curves in January of this year and since then she has shed over 3 stone. Rita, now a healthy size 12 is overwhelmed with the results and is not the only one. "My cardiologist, who I visit annually, was surprised to see the progress of my physical and mental well being at my last visit. My blood pressure has also reached an acceptable level – all down to my fitness programme at Curves."

As part of their prize, the six finalists will be styled by Off the Rail's presenter, Brendan Courtney who will offer advice on how to dress for their new shapes. They will also be treated to professional hair and make-up sessions and participate in an exclusive fashion photoshoot. The overall winner will be announced in January 2011 and will receive a two year membership to Curves, a dream holiday from Sunway Holidays and a stunning outfit from Debenhams. The judging panel, which includes Off the Rails presenter, Brendan Courtney Lorna Weightman, author of StyleIsle beauty blog and Gill Brady, from Curves will meet with each finalist to determine who deserves the title of 'Curvette of the Year 2011'.

Gill Brady, Irish spokesperson for Curves, says; "This year's Curvette competition has received some incredible applications. These women have lost weight, gained confidence and turned their lives around through the Curves programme and are a motivation for all Curves members and anyone thinking of joining. Selecting just six finalists has not been easy!"

For further information or to find your nearest Curves Club, log onto www.curves.ie or FREEPHONE 1800 932 800.

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For further press information, please contact Marie McGrath or Aoife Smith at Elevate PR on (01) 662 5652 or marie@elevate.ie / aoife@elevate.ie

Notes to Editor:

About Curves

Curves prides itself on being more than a gym. The Curves 30 minute workout is based on a circuit of workout stations that combine hydraulic resistance machines, aerobic exercise, strength training and stretching for a complete body workout. In addition, club promotions and events encourage women to support charitable causes, learn about health-related issues and forge lasting friendships as part of the global Curves community. Curves recommends attending three times per week for optimum results.

Enhancing the Curves workout is CurvesSmart™, a revolutionary training system developed by Curves that works like a personal trainer. CurvesSmart individualises and customises each workout by monitoring heart rate, workout intensity, range of motion and repetitions and then providing a progress report including number of calories burned! CurvesSmart is available in selected Curves clubs across Ireland.