



Press Release

January 2011

### **Curves Announces the Curvette of the Year 2011**

Today, Wednesday, 26<sup>th</sup> of January 2011, Curves announces the winner of the Curvette of the Year 2011. This is the fourth year of the competition, which aims to find a Curves member who has not only lost weight but who has also made significant life changes since joining Curves.

Gill Brady, Irish spokesperson for Curves presented the winner, 24 year old Edel Moran, from Castlebar, Co Mayo, with a 2 years' free membership to Curves, a dream holiday from Sunway Travel and a voucher from Debenhams to help enhance her new wardrobe. Edel was one of six worthy finalists selected from across Ireland.

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 club 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." Speaking of the accolade, Edel says, "I can't believe it. I am absolutely delighted. I'd like to encourage women of all ages to join Curves as it is such a great fitness and support programme."

41 year old, Amanda Byrne from Mullingar, Co Westmeath was awarded 1<sup>st</sup> runner up. Amanda was inspired to join Curves to become fit and healthy after making the decision to stop smoking. She 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."

The four remaining and very worthy finalists were Leah Tierney from Greystones, Co Wicklow, Eithne Kendrick from Walkinstown, Dublin, Noelle Sexton from Douglas in Cork City and Rita Dandy from Baldoyle, Dublin.

Leah Tierney, 29, has dropped an amazing four dress sizes and lost over 4 stone since joining Curves in January 2010. Since then, 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!"

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 two and a half stone 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."

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".

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 an unexpected triple by-pass operation at the age of 58, which prompted her to get healthier and lose weight. She joined Curves in January 2010 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. He even asked if he could keep my Curves measurement chart to show to other patients."

Curves is delighted with the overwhelming response and enthusiasm for this year's Curvette of the Year competition. The judging panel charged with the task of selecting the winner and runners-up included Gill Brady from Curves International, Off the Rails presenter, Brendan Courtney and the creator of fashion blog Styleisle and Stylenation presenter, Lorna Weightman. The finalists were selected based not only on inches lost but also the overall positive changes in their lives since becoming members of Curves.

Gill Brady, Irish spokesperson for Curves, says; “This year’s Curvette competition has received some incredible applications. Picking a winner from these six inspirational women was not easy and I wholeheartedly congratulate Edel on achieving first prize. All finalists made great achievements and should be very proud of their success, as we certainly are. Finally, I would like to extend a huge thank you to all of our clubs for encouraging their members to enter.”

Follow Curves on Facebook [www.facebook.com/Curves](http://www.facebook.com/Curves).

For further information or to find your nearest Curves Club, log onto [www.curves.ie](http://www.curves.ie) or FREEPHONE 1800 932 800.



**-ENDS-**

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**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 recommend attending three times per week for optimum results.

Enhancing the Curves workout is Curves Smart™, a revolutionary electronic personal training system that gives you moment by moment feedback during your workout. Curves Smart is available in selected Curves clubs across Ireland.