

CURVES LAUNCHES SEARCH FOR 'CURVETTE OF THE YEAR 2011'

Today, Tuesday, 28th September 2010, Curves launches its search for the Curvette of the Year 2011 and previous winners, Dympna Carthy and Gillian Dilmac, both from Co. Clare and Jean Kinsella from Bray, Co Wicklow are all urging Curves members across the country to share their success stories with the nation by entering the competition. Now in its fourth year, Curvette of the Year aims to recognise the Curves member who has not only lost inches through Curves, but who has also experienced the greatest positive changes in her life since becoming a member. The overall winner will be presented with a ten year free membership to Curves and a host of other prizes including an outfit from Debenhams and a dream holiday from Sunway Holidays, Ireland's largest Irish owned Tour Operator with over 70 destinations Worldwide including European sun, USA & Canada, Worldwide, Cruise & Escorted Tours holidays.

The previous winners of Curvette of the Year have found Curves to be a positive and rewarding influence on their lives in many different ways and continue to enjoy their Curves workouts, 3 times a week. The 2010 winner, Dympna Carthy from Shannon in Co. Clare has been a member of Curves since 2006. When she joined, she weighed 12 stone 7 pounds and wore a size 20. Since winning the Curvette title last January, Dympna has gone on to lose another half stone and now weighs 9 stone 13 pounds and wears a size 12. But the benefits for Dympna have not just shown on the scales, she explains, 'Attending Curves has helped me come off HRT tablets and I have never felt better. I would definitely recommend it for all ages, especially those with similar health problems.'

Gillian Dilmac, Curvette of the Year 2009, from Lisduff, Co. Clare, originally joined Curves to lose weight and improve her general health. Curves helped Gillian to lose a huge 5 and a half stone and get down to a healthy 11 stone 7 pounds and a slim size 12. Gillian is delighted with her new healthier lifestyle and says "My health has improved greatly since joining Curves. I have Rheumatoid arthritis and Psoriasis, both of which have improved since joining Curves. My confidence has also soared!"

Jean Kinsella, from Bray in Co Wicklow was the first ever Curvette of the Year in 2008. Jean decided to join Curves in 2006 after years of unhappiness with her size and concerns about her overall health and wellbeing. With the help of Curves, Jean went from a size 22 to a size 10. Almost three years on from winning the Curvette of the year title and Jean is maintaining her svelte size 10 figure at Curves and weighs a trim 10 stone 2 pounds.

The Curvette of the Year 2011 will be announced next January. The judging panel charged with the task of selecting the winner includes Gill Brady from Curves, RTE 'Off the Rails' presenter Brendan Courtney and editor of Image Magazine, Melanie Morris. The judges will select six finalists, one from each province and two wild card selections, all of whom will find out how it feels to be models for a day when they are styled for their own professional photoshoot.

Applications are available to members from the 55 Curves clubs nationwide and the closing date for entries is Friday, 15th October 2010.

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

Become a fan of Curves on Facebook <http://www.facebook.com/CurvesIreland>

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

Notes to Editors:

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.