

PRESS RELEASE: 04.08.11

IMPERIAL OPENS STATE OF THE ART GYM

Ethos, the flagship sports centre at Imperial College London, South Kensington, re-opened the doors to its Energia gym this week, following major refurbishment.

British Sprint Kayaker and Olympic Gold Medallist, Dr Tim Brabants MBE officially launched the facility, showcasing new zone concepts in the gym, and brand new Matrix Fitness equipment. He said: "This gym really has the wow factor and is far more impressive than where I used to train as a student. From a medical perspective encouraging staff and students to do more cardio exercise is incredibly important for general health and wellbeing. The fact that students can come here for free really is fantastic – you never who is going to be next to you on the treadmill at the university gym – it could be a champion of the future."

The Energia gym has undergone a complete transformation, including a reconfigured layout, and now boasts state-of-the art equipment; introduced to add to the user's overall experience of the gym, and Ethos, and compliment the gym's retained core services, including personal training and health checks.

Commenting on the decision to source equipment from Matrix Fitness, Neil Mosley, Head of Sport Imperial said: "The new-to-market products appealed to us, in addition to [Matrix] meeting all our tender requirements and, in particular, the proposed design and layout of the gym which seemed to deliver the best solution to our need for more space and efficient workout solutions, allowing more users to workout in less time."

Gym visitors can now access Virtual Active™ by Matrix; a suite of fully interactive, cinema quality, video based cardio workouts that offer a completely different experience – not just compared to the previous facility, but on each visit. Alternatively, gym users can build their own workouts with the help of an on-screen personal trainer using 'MyRide' – the latest development in interactive indoor cycling.

The new speed circuit with a traffic-light signal system also offers a fresh challenge – allowing users to experience an intense burst of activity in a short amount of time.

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Mosley continued: "We are delighted with the new gym space and equipment here at Imperial, and are looking forward to the return of our students in October, when it will get a true test of resilience, simply from the sheer numbers we expect to use it. The superb quality of the Matrix products and the investment in the new gym demonstrates our commitment to developing sport and encouraging active lifestyles across the University. With London 2012 fast approaching, we are also as dedicated as ever to developing our elite athletes, and market-leading equipment as supplied by Matrix can only serve to make us more competitive in the higher education sporting arena."

Jon Johnston, Managing Director at Matrix Fitness added: "We were delighted that Imperial College chose Matrix to supply its flagship sports facility. We've worked closely with the Ethos team to tailor the site to their requirements and redefine the user experience at Energia; and between us have created a site to be extremely proud of."

Words: 508

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For further information please contact Tracey Thake or Janette Rose at Johnson Health Tech UK Ltd on 01782 644900, or email Marketing@johnsonfitness.co.uk

About Ethos

Ethos is Imperial's flagship sports centre, based in South Kensington, which is currently open to 10000 students and 3000 staff, as well as 400 private members. In addition to the fitness gym, the centre houses a 25m swimming pool, sauna, steam room and spa, three squash courts, a five-badminton court sports hall, climbing wall, exercise studio and sports injury treatments.

All Imperial students receive free access to the gym and swimming pool at Ethos to encourage as much participation in physical activity as possible.

About Matrix Fitness Systems

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Matrix Fitness Systems - www.matrixfitness.co.uk - is the commercial division of Johnson Health Tech UK Ltd, a supplier of a complete range of premium commercial grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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