

UFC GYM[®] TAKES OFF

by Toni Krasicki

The first international and spanking new UFC Gym[®] shakes up Sydney's fitness scene.

Fans of Mixed Martial Arts (MMA) will be itching to check out the latest endeavour from the partnership of the world MMA leader, Ultimate Fighting Championship[®] (UFC[®]) and New Evolution Ventures[™] (NeV). Introducing the UFC Gym[®], the first of its kind in Australia, tucked away in an environmentally sound Sydney Corporate Park in Alexandria. Operating several UFC Gym[®]s in the US, this franchise is the first dip into the international market and no doubt their 'Train Different[®]' approach to fitness is sure to be a rip roaring success.

Co-owned by husband and wife team, Selena Short and Lusiano Afeaki from Hard Candy Fitness (formerly V Club) and Crunch Fitness fame, the duo also co-own NeV Australia and are responsible for bringing UFC Gym[®] Down Under.

Offering an alternative to traditional gyms, UFC Gym's approach to getting fit is geared to the whole family through a mind boggling array of signature classes and specialised equipment. A unique kids club and martial arts program is available to members as young as three. Selena says that with childhood obesity on the rise the facility presents an opportunity for all family members to have a workout at the same time as well as educating youngsters and focusing on creating a sense of community in the gym environment.

Finding the right location and space for the UFC Gym[®] was no easy feat, taking about three years. Taking up a sprawling 3,000m² of purpose built space, the gym is decked out in the latest state-of-the-art fitness equipment including the first of its kind in Australia, the Star-Trac isolateral leverage series. Aptly nicknamed the 'hot rods' due to their resemblance to some seriously spruced up Harleys, these machines not only look mean, but are sure to build you into a mean, lean fighting machine. There's an impressive and plentiful rack of free weights lining the wall and a row of HOIST machines, great for beginners, sits opposite similar functioning Star-trac equipment, which is set up for a circuit workout.

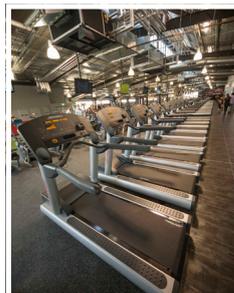
Offering more than just a huge variety of MMA classes and personal training including Muay Thai Kick-boxing and Brazilian Jiu-jitsu, the gym has a plethora of lard stripping functional training classes such as the tough Daily Ultimate Training (DUT) program, exclusive to UFC Gyms. Held in the Ultimate Training Centre, a patch of indoor astro-turf surrounded by an array of kettle bells, medicine balls and ropes, the area delivers some heart pounding workouts that are sure to get results.

The awesome 'Bag Arena' has a whopping 28 bags for

a jab or two and the 'Grappling Arena' is perfect for a wrestle. By far the most standout feature of the gym is the official Octagon that sits in the middle of the facility. Used for training, it's a reminder of the MMA roots of the gym.

Group exercise enthusiasts are not forgotten with a large studio fitted out with a floating floor that's easy on the knees and a killer timetable offering signature classes such as 360Warrior as well as favourites such as Zumba[®] and cycling. Group Fitness Manager, Alissa Hall, says that Pound[®], a full body interval workout using Ripstix[™] (weighted drumsticks), music and moves, and the Fat Burning Pilates are some of the most unique and popular classes on the timetable.

The innovative features aside, upon entering the facility it's difficult not to feel overwhelmed by the 100 plus cardio machines lined up in the funky industrial style space. Gym scene newcomers may be inclined to do a 180-degree turn and hightail it down the staircase, but Selena ensures 'it's a place for everyone - adults and kids - as it balances good work ethic, learning new skills and creating a community.'



UFC GYM[®] Sydney Quick Facts:

- Massive 3,000m² facility
- Over 100 cardio machines
- Ample free weights
- Innovative training and fitness equipment
- Functional training area
- Octagon
- Grappling Arena
- Boxing Arena
- Group exercise studio
- Killer fitness classes
- Youth training
- Kids Club
- Personal and MMA training
- Outdoor rooftop training
- Stylish amenities with saunas
- UFC Gym retail store
- Armbar serving healthy food and beverages
- The dotFit online fitness and nutrition program
- Free parking

Find out more at www.ufcgymsydney.com