

LA FITNESS'S BUSINESS BOOT CAMP
 VIDEO NEWS RELEASE (VNR) OUTLINE
 3/82011
 TOTAL ESTIMATED TIME: [TIME]

AUDIO	VIDEO
<p>VOICEOVER: SUMMER IS QUICKLY APPROACHING AND BETWEEN DROPPING YOUR KIDS OFF AT SCHOOL, WORKING ALL DAY AND TRYING TO MAINTAIN A STEADY HOUSEHOLD, IT'S HARD TO FIND THE TIME TO GET IN SHAPE FOR SUMMER AND LIVE A HEALTHY LIFESTYLE.</p>	<p>SHOT: V/O and pan the city skyline of Chicago on a bright, summer day.</p>
<p>VOICEOVER: THROUGH THE MONTH OF MAY, LA FITNESS CLUB IS OFFERING A DISCOUNTED, ANNUAL MEMBERSHIP FEE.</p> <p>TAKING PLACE THIS SUMMER WILL BE THEIR SECOND ANNUAL BUSINESS BOOT CAMP FOR ALL WORKING PROFESSIONALS.</p>	<p>SHOT: A-roll of LA Fitness Club front desk and juice bar.</p> <p>CU of the Business Boot Camp Flyer hanging on an event bulletin board.</p>
<p>VOICEOVER: WITH 10, 24/7 LA FITNESS CLUB LOCATIONS, SITUATED AMONGST THE LARGEST BUSINESS BUILDINGS IN THE CITY OF CHICAGO AND CONVENIENTLY LOCATED NEAR PUBLIC TRANSPORTATION STOPS.</p>	<p>SHOT: Video montage of the different LA Fitness Club locations around the city.</p>
<p>VOICEOVER: LA FITNESS' PERSONAL TRAINERS AND GROUP FITNESS INSTRUCTORS WORK WITH YOU, AT WHATEVER TIME WORKS BEST, TO MEET EACH AND EVERY MEMBER'S DISTINCT NEEDS.</p>	<p>SHOT: V/O while showing video footage of trainers working with members of LA Fitness Club, different group workout classes and last years Business Boot Camp.</p>
<p><i>Soundbite: My name is Sophia Shippers and I'm a member at LA Fitness. Last year, two of my co-workers and I participated in the Business Boot Camp.</i></p>	<p><i>ON-CAMERA SHOT: Sophia Shippers on-camera inside her LA Fitness Club before a workout.</i></p>

<i>It was the perfect way to jumpstart our day and with the motivation from the trainers and my co-workers, I lost 10 pounds in a month!</i>	<i>Title: Wife, Mom, and VP of a start-up company.</i>
VOICEOVER: LA FITNESS CLUBS ARE LOCATED AROUND THE CHICAGOLAND AREA TO BE EASILY ACCESSED BY ITS MEMBERS AND THEY WANT TO HELP ASSIST YOU IN LIVING OUT A HEALTHY LIFESTYLE.	SHOT: A super of a map of the different Chicago LA Fitness Clubs with contact and social media information.