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**It's Never Too Late
to Get into Shape with**



**Shannon Rizzo &
Jesse Levan, Owners**

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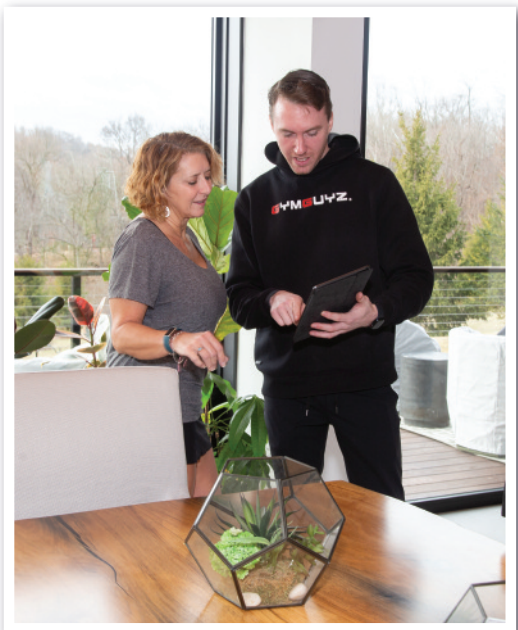
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It's Never Too Late to Get into Shape with

GYMGUYZ®



Shannon Rizzo & Jesse Levan, Owners



PHOTOS PROVIDED BY STEVE LADNER PHOTOGRAPHY AND GYMGUYZ

By Kathy Hunt

Remember how you vowed to be more physically active, eat healthfully, and get in shape in the new year? Don't sweat it if you still haven't started to improve your diet or begun exercising. It's never too late to act on those resolutions and embark on a fitness journey with GYMGUYZ of Mainline and Montgomery County. Thanks to this mobile personal training service, the old excuses of not having enough time or not wanting to fight traffic to get to the gym disappear. GYMGUYZ brings the workout to you.

Whether you want to exercise at home, on your break at work, in a local park, or in your own backyard, GYMGUYZ supplies not only the expertise and enthusiasm but also the workout equipment. From stretching and toning to strength and weight resistance training, GYMGUYZ has the gear for whatever exercise program meets your needs. Its customized vans contain all the necessary fitness tools, including mats, resistance bands, jump ropes, dumbbells, stability balls, body bars, kettlebells, and yoga and Pilates equipment.

"We often get clients who are just starting out on their journey and have no equipment," said Shannon Rizzo,

chief wellness officer at GYMGUYZ of Mainline and Montgomery County. "They may be busy business owners who have trouble taking time for themselves and who need some accommodation. They're so busy serving the community and the public, but they know their health is slipping. They need us to show up for them."

Rizzo added that many people have some fitness equipment, such as resistance bands or a Peloton, in their homes. They may also have access to their office, apartment, or housing complex's gym. Any of these can be incorporated into their workouts.

First steps toward better health and fitness

Since opening in November 2023, GYMGUYZ has expanded its geographic reach to support clients in Montgomery, Chester, and Delaware counties. How does someone interested in working out and adopting a healthier lifestyle with GYMGUYZ get started? The first step is to schedule a free, at-home assessment through the website <https://www.gymguyz.com/king-of-prussia/contact/> or by calling 484.214.2162.

Once an in-home assessment has been scheduled, one of GYMGUYZ's licensed, certified, and bonded trainers will meet with the prospective client and determine their baseline physical ability. The coach will also discuss the personal health and fitness goals.



The hour-long evaluation covers medical history, medication and nutrition reviews, and body, measurement, and fitness assessments. All of this information aids the trainer in creating a safe, individualized program.

The trainer shares the person's muscle mass and body mass index (BMI). The latter is based on an individual's height and weight and indicates what weight category into which each person falls — underweight, normal weight, overweight, moderately obese, severely obese, or very severely obese.

"People receive this information, whether or not they sign up," said Rizzo, who co-owns and operates GYMUYZ of Mainline and Montgomery County with her husband, Jesse Levan. "One of our medical partners often says, 'Know your numbers,' because it's essential information for overall wellness. It's very important for people to have this knowledge."

There is no fee or obligation to join GYMUYZ. If someone decides to train with the franchise, there is no contract to sign. Instead, you select from packages of one, 12, 24, 48, or 96 training sessions, all of which last one hour. With each package, you can either choose to have the same trainer run all your sessions or opt to rotate between coaches.

Invariably, people want to know how quickly they will notice a change in their weight, strength, endurance, and overall health. With GYMUYZ, clients begin to see an improvement anywhere from three to 15 weeks after the first session. Timing depends upon how frequently the person engages in training. Before starting GYMUYZ or any fitness program, people are encouraged to talk with their physician. That way, they will know if they are at risk for specific injuries or health problems that could be triggered or exacerbated by certain exercises. Training programs are structured to avoid these issues.



Wellness teams and good nutrition

Along with its training, GYMUYZ has wellness teams featuring a nutrition coach and core specialist. "We've had many clients with back injuries and bulging discs, so we now have a beautiful wellness team that surrounds and helps them with their programming and rehabilitation," Rizzo said.

Depending on a client's needs and any chronic conditions, three different trainers, all of whom have different specialties, may see that individual. Yoga, rehabilitation, power lifting, prenatal, postpartum, women's nutrition, and sports and conditioning are among the fields of expertise offered.

In addition to its traditional clients, GYMUYZ has partnered with medical and medical weight loss facilities in the area, including Gameday Men's Health and Options Medical Weight Loss, to offer physical training and nutritional coaching. As Rizzo said, weight loss and physical fitness training go hand-in-hand.

In terms of nutrition, Rizzo and Levan encourage clients to explore different cuisines and learn how to select and prepare whole foods sourced from their communities. Cooking for yourself can be fulfilling —



Look what I made! — and a way to carve out a little quiet time just for you.

For those who aren't keen to cook, GYMUYZ has partnered with ICON Meals to offer an exclusive discount for clients. ICON Meals provides five specialized meal plans — Get Lean, Keto, Extreme Protein, Lean Lifter, and ICON — all designed to support different fitness and lifestyle goals. These ready-to-eat meals are delivered straight to your doorstep. No need to shop, chop, or sauté. Just unbox, heat, and eat.

In addition to this special offer, GYMUYZ is actively seeking local partnerships to expand meal prep and planning options for its clients.

Keeping workers healthy and happy

Corporate wellness has become a major part of the franchise's business. As defined by the employment website Indeed.com, corporate wellness refers to the benefits that a company puts in place to improve employee well-being. These programs aim to strengthen workers' physical and mental health, increase job satisfaction, and attract new, talented employees to a company.

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Return-to-office mandates have played a role in the growing emphasis on corporate wellness. As more businesses require remote workers to return to the office, those in upper management have begun to consider how to increase engagement and satisfaction among their employees.

"We're striving to help people with small and mid-sized businesses who are looking to improve the health of their employees, both their physical and mental health," Rizzo said. "We help them initiate a wellness program or look at an already initiated program that hasn't inspired employees to participate in it."

It was through home training sessions with various company chief executive officers (CEOs) that the idea of creating corporate wellness programs arose.

"The CEOs are talking about these challenges as we're working out with them. We want to help them serve the most people possible in the best way we can," Rizzo said. "By participating in corporate wellness, employees come home energized and not feeling overworked or that they can't handle things. It impacts their happiness quotient and the business's bottom line. It improves their home and work life."

As with its home fitness clients, GYMGUYZ carries out free, on-site employee assessments. Based upon the interest level, a trainer may hold small, short classes or personal training sessions at the office. Alternately, basic health and wellness information will be provided to the employees.

For employees who have never participated in an exercise class, GYMGUYZ has a 30-minute movement or breath work class. There's no need for special outfits or gear; here, participants wear their normal office clothes. More active workers can join a more strenuous



course that features strength and conditioning training. For those at their peak fitness level, such as longtime runners or cyclists, GYMGUYZ offers extreme strength and conditioning sessions. All three types of classes focus on flexibility and movement and reducing physical tension and stress. To accommodate hectic business schedules, classes take place before, during, or after work.

All participants receive a reassessment that shows how they're progressing. If they express interest in training sessions outside the office, either for themselves or family members, GYMGUYZ will schedule an at-home evaluation and craft a customized program for the participant(s).

Supporting children, seniors, and other communities

In addition to helping employees remain active and healthy, GYMGUYZ aids children of various ages and fitness levels with getting in shape. "Our Fit Kidz program has worked out extremely well," Rizzo said. "We're serving multiple KinderCare & Goddard School locations in their summer camp and that number is growing every day. The kids love us. And the directors love us because they get to step back and watch the kids really have fun and get involved."





Levan added, “The children do obstacle courses and lots of different exercises to help them develop hand-eye coordination, motor skills, and build self-esteem. Even the cool kids love it.” The age range for their Fit Kidz programs is 18 months to 12 years.

The work with kids doesn’t begin and end with summer camps. GYMGUYZ provides in-home or virtual sessions for youths to help them create healthy and safe habits around fitness and nutrition. Together with the parents, the trainer works to improve the child’s, or children’s, overall health and positive self-image. As stated on the GYMGUYZ website, “We never push our young clients to impossible lengths or ask them to perform routines that they’re not comfortable with.”

GYMGUYZ has seen a large influx of young athletes who want to stay in shape year-round. “In the off-season, kids who play sports, like wrestling, soccer, softball, and swimming, are working with us,” Rizzo said. “Core work and breath work are especially important for the swimmers.”

Often, existing clients’ children are involved with seasonal sports and need personal training after the one season ends and the next begins. If the parents have a gym at their workplace, they may bring the kids to that gym so that they can work with a GYMGUYZ trainer after school. Parents may also schedule time in the evening, after the kids have finished their homework, for an at-home session.

Seniors are another population that GYMGUYZ supports. Countless studies have shown that aerobic exercise and strength training can reduce joint pain, stave off age-related muscle loss, and improve mobility, balance, and bone health. Additionally, exercise has been shown to ease depression, anxiety, insomnia, and cognitive decline in the senior population.

Participants in GYMGUYZ senior programs tend to reside in assisted living facilities. Most are in their 70s or 80s. Some have health conditions, while others do not. Keeping various needs and abilities in mind, GYMGUYZ senior fitness programs include strength training, stretching, and cardiovascular activities. Exercises usually focus on balance, coordination, flexibility, posture, and strength.



“It’s been so exciting to see the seniors’ energy when they leave,” Rizzo said. “It brings a huge smile to my face. And they can be so competitive, watching each other to see who’s picking up and using heavier weights.”

For those who have special needs or travel frequently, GYMGUYZ runs virtual fitness sessions. A coach hosts either one-to-one classes or small groups consisting of two to five people for friends or family sessions. Sessions last for one hour on an easy-to-use online platform. With virtual fitness, people can work with a personal trainer anywhere at any time. It’s an easy and convenient way to exercise.

Focus on fitness, family, and the future

Getting in shape doesn’t have to be a solo endeavor. In fact, GYMGUYZ encourages people to work out together. As the *Washington Post* reported in March 2023, having an exercise pal increases socialization, motivation, the willingness to try new things, and, undoubtedly, fun. Plus, GYMGUYZ’s semi-private packages can save people money.

From Rizzo’s perspective, more spouses now work out together as do siblings and kids with their parents. “It’s really awesome to see families combining a lot of their different values with personal training. They’re spending time together and having quality time while taking care of themselves,” she said.

Over the past year, Rizzo and Levan became even more committed to their emphasis on family and staying healthy. Since opening GYMGUYZ in 2023, Levan has faced several medical issues, including an undiagnosed, hereditary blood disorder that resulted in a pulmonary embolism and emergency surgery at the University of Pennsylvania.

“We really had an awakening about health. Now, we’re focusing on making sure everyone understands how to take care of themselves, even when things that are unexpected happen,” Rizzo said. “If Jesse hadn’t been so healthy, he wouldn’t have made it.”

When Rizzo and Levan started to hire their employees, Levan’s health issues caused them to prioritize “attracting talent and people with the biggest hearts who are family-oriented and community-driven,” Rizzo said. “Our team has taken a beautiful turn with the most passionate, compassionate people on it.”

Skilled, licensed, and compassionate trainers. Safe, individualized workout programs. The chance to exercise where you want, when you want, and with whom you want. The opportunity to have fun with family, friends, and colleagues while improving your strength, endurance, flexibility, and health. All these perks, and more, await you with GYMGUYZ. Why not follow up on that resolution to get in shape today? Contact GYMGUYZ of Mainline and Montgomery County at 484.214.2162 and visit <https://www.gymguyz.com/king-of-prussia>.

