

For more information, contact:  
Justine Sweeney, Sweeney Media Group  
214-542-5571  
[jsweeney@sweeneymediagroup.com](mailto:jsweeney@sweeneymediagroup.com)

## **PREMIER WELLNESS COMPANY CHOOSES THE SHOPS AT STARWOOD IN FRISCO AS ITS FLAGSHIP STUDIO LOCATION**

*Champion4Fitness of Missouri inspired by Frisco's The Shops at Starwood to expand their program*

**Frisco, Texas** (February 23, 2009) Champion4Fitness, a premier national wellness consulting company, has chosen The Shops at Starwood in Frisco for its flagship studio location, to open in May of this year. The Shops at Starwood is the premier, award winning lifestyle center in the heart of Frisco, an affluent suburb of Dallas which draws from throughout the North Collin County area. Champion4Fitness at The Shops of Starwood in Frisco, Texas will include a sports apparel retail boutique with lines such as Sergio Tacchini, Fila and MAXSPORT to name a few, a proprietary LifeStyle Performance Center providing extensive scientific and fitness testing , fitness and nutrition counseling , one-on-one personal training as well as sports massage.

Based in St. Louis, Missouri, Champion4Fitness lives by the motto, **"It's not a program, it's a lifestyle!"** Champion4Fitness offers clients an innovative scientific approach which integrates fitness and nutrition with science and technology at a personalized level like no other wellness resource in the market. They create a framework through which fitness staff works with each client in a fully integrated testing, training, and nutrition system grounded in science, meticulous attention to detail, and quality assurance - one designed to set the highest standard for the fitness industry. Champion4Fitness instills "Behavior modification" which is just as important to create a framework for addressing healthy lifestyle changes as it is to entice individuals to actively engage in fitness and nutritional programs. The key to measuring success for an individual participating in a lifestyle modification program is sustainability over a period of time. By changing the way individuals think, feel and act towards fitness and nutrition Champion4Fitness will be able to achieve success rates which exceeds those seen in the industry today.

"Champion4Fitness specifically choose Frisco for the unique environment of The Shops at Starwood and attractive demographics of the growing area," states Margaret May, President and Founder of Champion4Fitness. "Champion4Fitness will be able to serve the individual, family, athlete and corporate client from our state-of-the-art facility at The Shops of Starwood and see our studio as being a complement to the rest of The Shops at Starwood," continues May.

"Champion4Fitness caters to a discerning client that aligns itself well with The Shops of Starwood," states Kirk Hermansen of Hermansen Land Development and owner of The Shops at Starwood. "The 4,000 square foot end cap will provide Champion4Fitness strong visibility and a convenient location to serve its clients while complementing the upscale apparel, home, services and restaurants located at The Shops at Starwood," continues Hermansen.

### **ABOUT CHAMPION4FITNESS:**

Margaret May formed Champion4Fitness in May, 2005 as a business consulting company focused on the fitness, nutrition, and wellness industry. With more than 20 years in the management consulting industry, May combines her astute business and technology background with her passion and education in Physical Education and Sociology, Certification in Fitness Training, Sports Performance Nutrition, as well as, experience in Personal and Life Coaching. Champion4Fitness assists companies and individuals in addressing fitness, nutrition and wellness with a comprehensive plan and support system. May's team developed a program that links science and fitness to create a unique framework of training and nutrition for each client to help them achieve their goals. Champion4Fitness' goal is to distinguish themselves as the preeminent testing/training/nutrition company in the personal training industry over the next few years. For more information, please contact Champion4Fitness at [www.c4flc.com](http://www.c4flc.com) or (314) 533-2431.

### **ABOUT THE SHOPS AT STARWOOD:**

The Shops at Starwood is a one-of-a-kind mixed use center featuring specialty dining, boutique retailers, luxury office space and upscale personal service amenities. Its timeless architecture, pedestrian plazas and signature fountain make it a distinctive and elegant Frisco destination for Frisco. With many of the retail owners having roots in Frisco, the atmosphere is much like a neighborhood. Phase III is planned to break ground in 2009. This Phase will offer Frisco's only Class AA Luxury office tower, with structured parking, additional specialty retail, and world class dining.

The Shops at Starwood opened in November 2006 and has received rave reviews from the media and community. Awards for the center and its tenants include 2008 Development/Developer of the Year by Frisco Chamber of Commerce, 2007 Finalist for Developer of the Year by Frisco Chamber of Commerce, Trufire Kitchen & Bar Best Restaurant by D Magazine, Kotta Sushi Lounge Best of the Burbs by D Magazine and Best Sushi by Citysearch, Little Heiress Best of the Burbs by D Magazine, Bonnie Ruth's Café Trottoire et Patisserie Best Neighborhood Restaurant by D Magazine, It's A Grind Coffeehouse named a finalist in 2007 and 2008 for Small Business of the Year by Frisco Chamber of Commerce and named Best Coffee by Citysearch, green peridot Aveda lifestyle salon owner, Daniel Lewis named national Fan Favorite on BRAVO TV's Shear Genius and numerous Aveda concept awards, Sweeney Media Group named 2008 Community Partner of the Year by the Frisco Chamber of Commerce, 2007 Best of Business by Frisco STYLE Magazine and Century 21 Judge Fite Company Fine Homes & Estates was named one of the Best Places to Work by Texas Monthly Magazine and is the largest Century 21 franchise in Texas.

Recent 2008 additions include Panache at Home, Champion4Fitness, The Gent's Place, Pappagallo's Classiques, Petra Essence of Mexico, The Cupcakery, Mattress Logix and Plum Crazy along with the original tenants DFW Diamond Design Studio, Learning Express Toys, Piccomolo Italian Ice Cream, and Nationwide Insurance. For more information, visit [www.theshopsatstarwood.com](http://www.theshopsatstarwood.com)

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