

New MP3 Running Program Helps You Run Faster, Farther, and Longer With ONLY 2 Workouts Per Week.

Treadmill Trainer™ brings motivation and expert running coaching to MP3 players

Toronto, ON (Aug 1, 2006)— Running faster, farther, and longer and training for running events such as 5K, 10K, and half and full marathons just got more convenient and a lot more effective today with an announcement from Total Wellness Consulting of a cutting edge mp3 running series for MP3 players.

“Treadmill Trainer™” is the second line of MP3 guided workouts developed by expert trainer Yuri Elkaim and released by Total Wellness Consulting. With the tag line **“You’ll never run alone”**, the release of Volumes 1, 2, and 3 offers runners and avid exercisers of any fitness level the coaching, motivation, and program design to achieve any fitness and/or running goals they might have with as little as 2 workouts per week. And don’t be fooled by the name – the workouts are designed for both treadmill and outdoor running.

“Much of the benefit of having a personal running coach is about proper instruction, motivation, and being able to push out of your comfort zone” says **Yuri Elkaim**, creator of Treadmill Trainer™ and owner of Total Wellness Consulting. “But how many people actually have a running coach? Not very many. Our new MP3 running workouts provide runners each of those benefits, as well as several more.

*“Treadmill Trainer™ leads runners, whether beginners, intermediate or advanced, through an effective results-based running **workout built on solid scientific and proven professional sport foundations**. But it’s more than that—we also worked to make sure Treadmill Trainer™ will motivate and guide people toward their running and fitness goals; whether that means **10k training** for a 10k race or **starting to run** for the first time. Nonetheless, this is only MP3 running program on the market that guarantees to help users run faster, farther, and longer with only 2 workouts per week! It’s very common today to see people wearing personal music players while running and it just makes sense to marry guided expert coaching and technology to deliver better cardiovascular fitness and running results,”* he says.

Treadmill Trainer™ Volumes 1, 2, and 3 **caters to runners who are novice, intermediate, and advanced**, respectively. The three volumes, accompanied by uplifting background music, last anywhere from 38 to 47 minutes and are designed to improve your aerobic and anaerobic endurance allowing you to run faster and longer. The running workouts are led by Mr. Elkaim, a former professional soccer player and a world-renowned personal trainer and conditioning coach.

Each Volume is different and progressively more challenging, and people love it: *“Yuri’s guided instruction is inspiring, motivating, and humorous,”* says Amy Coates, already an avid user of the Treadmill Trainer™ workouts. *“I never use to like running but with Treadmill Trainer I no longer get bored and I’m able to push myself a little bit further each time. It’s great,”* she says. Terri Lynn Bonnar, manager of the Bloor Park Club in Toronto, says *“What really makes Treadmill Trainer™ stand out for me is that Yuri not only addresses the exercise component, he also*

conditions you mentally ensuring you understand how important a healthy and positive mindset is to achieving your goals.”

The new program will bring the benefits of having a personal running coach to a wider audience and at a very affordable price. The Treadmill Trainer™ downloadable mp3 workouts start at only \$14.95 and are 100% guaranteed to show results.

Treadmill Trainer™ is available for immediate download at www.myTreadmillTrainer.com

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About Yuri Elkaim

Yuri Elkaim is registered holistic nutritionist, certified kinesiologist, strength and conditioning coach for the University of Toronto, and world-renowned fitness, nutrition, and fat loss expert. He is also the author Eating for Energy, creator of the Treadmill Trainer™ and Fitter U™ mp3 workout programs and owner of Total Wellness Consulting. Yuri holds a Bachelors of Physical Education and Health (summa cum laude) from the University of Toronto and previously played professional soccer in Canada and France. www.YuriElkaim.com

About Total Wellness Consulting

Total Wellness Consulting is a leading web-based fitness, nutrition, and wellness company offering health-conscious individuals the most innovative programs and technologies to help reach their goals of physical and mental well being. It is Canada's leader in developing mp3 workouts and raw food nutrition programs helping users around the world get fitter, burn fat, and give them the motivation to exercise and live well for life-long results. www.totalwellnessconsulting.ca

Media Contact:

Yuri Elkaim, BPHE, CK, RHN
Owner and Founder
Total Wellness Consulting
416.885.9874
yuri@totalwellnessconsulting.ca