



For Immediate Release

Clubs for the Cure
Invites Health and Fitness Clubs - Worldwide
to Open their Doors this Holiday Season for
the twelve Days of Fitness
to Find the Cure for ALS

Manasquan, NJ, August, 2009:

The Clubs for the Cure Team is excited to launch the twelve Days of Fitness Program to find a cure for ALS, amyotrophic lateral sclerosis, this holiday season. During December, participating clubs will open their doors to members of the community by inviting them to experience 12 consecutive days of fitness at their local Health and Fitness Club with a donation of €20 to ALS. This is a great way to get more people, more active, more often and also help raise money for a great cause.

“We are asking Health and Fitness Clubs around the world to open their doors to support the Twelve Days of Fitness Program,” states Patricia A. Laus, C.E.O. of The Atlantic Club and founder of Clubs for the Cure. “The Twelve Days of Fitness Program offers Clubs the opportunity to invite everyone in their community to expand their wellness and extend their lives.”

To achieve this objective, Pat Laus and the Clubs for the Cure/Augie’s Quest Team will be incorporating the Twelve Days of Fitness Promotion into this holiday’s global initiative. Twelve Days of Fitness is a program that was created in 1987 by Doug Miller, founder and C.E.O. of Sales Makers International. This promotion has provided over the years, successful results for Health and Fitness Clubs worldwide.

Doug Miller has generously provided the exclusive rights for Twelve Days of Fitness to The Clubs for the Cure/Augie’s Quest Team to be used to increase the number of Health and Fitness facilities joining the global effort. It also provides a new venue that will raise substantial donations to support Augie Nieto in reaching his goal of \$30,000,000 by March, 2010. These donations will continue to fund the research efforts that will find the cure for ALS. “I am confident,” states Mr. Miller, “The Twelve Days of Fitness Initiative will be tremendously successful. I have been a personal friend and colleague of Augie Nieto for over 25 years and my team at Sales Makers International is excited to support Augie in his Quest to find the cure for ALS by providing The Clubs for the Cure/Augie’s Quest Team the rights to the Twelve Days of Fitness this upcoming Holiday Season.”

Pat Laus and her team at The Atlantic Club have utilized the Twelve Days of Fitness holiday program for several years with great success. “It is a great way for Clubs to open their doors to everyone in their community and help Augie this holiday season. The entire Atlantic Club Team in conjunction with The Clubs for the Cure/Augie’s Quest Team is committed to providing the industry with all the tools necessary to be successful with this great program- we are here to help, so please do not hesitate to call or contact us,” states Pat Laus.

The Clubs for the Cure Team was founded in 2006 by Pat Laus, owner and CEO of The Atlantic Clubs in Manasquan and Red Bank, New Jersey. It is a grassroots Health and Fitness Team



effort that harnesses the power of its members, staff as well as the communities they serve to work together to make a difference in the world to those in need. In 2006, Pat and her team partnered with The Avon Foundation's Two Day Walk in New York City to find the Cure for Breast Cancer. The Clubs for the Cure Team under Pat's guidance provided The Avon Foundation not only their largest team globally but also a record level team donation raising over \$1,000,000 during its' three years.

In 2007, The Clubs for the Cure Team expanded its mission and partnered with Augie's Quest, an aggressive, cure driven effort, singularly focused on treatments and cures for ALS. Augie's Quest was founded by Augie Nieto and his wife Lynne in 2005 after he had been diagnosed with ALS at the age of 48. Augie was the founder of Life Fitness and is recognized as one of the pioneers in the Health and Fitness industry. Augie has also been as a long-time business associate and friend of Pat Laus. In August, 2007, Pat offered Augie and his Augie's Quest Team her support with The Clubs for the Cure Program and developed a partnership that is now working together to support the research efforts that will find the cure for ALS. The Clubs for the Cure/ Augie's Quest Team now consists of over 700 Health and Fitness Centers that have been involved in conducting events at their Club to raise monies and awareness for Augie's Quest. In its' first 18 months, The Clubs for the Cure/Augie's Quest Team has raised over \$750,000 with an aggressive global effort being launched for this Holiday Season.

Clubs that are interested in enrolling in Augie's Quest Twelve Days of Fitness can visit The Clubs for the Cure website at www.clubsforthecure.com. This site includes sample newspaper ads, direct mail cards, email blasts, press releases as well as a step by step program overview for this upcoming holiday season. "Our goal with the development of our new website, donated by Laurie Metrick and his team at Joinonline247.com", states Kevin McHugh, C.O.O of The Atlantic Club and Clubs for the Cure, "is to develop an information center platform that will provide not only the tools for Clubs to incorporate into their local market but act as a resource to learn more about Augie, Augie's Quest and other fundraising programs that Clubs have been conducting for Augie over the past eighteen months. The Clubs for the Cure website also provides videos that will further explain the upcoming Augie's Quest Twelve Days of Fitness program along with contact numbers and email addresses of the entire sales and marketing support group for this program at The Atlantic Club. Our team is committed to work with Clubs insuring that they will have a successful 12 Days of Fitness event for Augie".

If you have any questions or would like to obtain more information regarding the upcoming Augie's Quest Twelve Days of Fitness global initiative to have more people, more active, more often during this upcoming Holiday Season; please contact Kevin McHugh at kevinm@theatlanticclub.com or Doug Miller at doug@salesmakers.com.