

## **Weight Watchers and LA fitness Unveil Exclusive New Activity Partnership**

Weight Watchers and LA fitness have today announced a 12 month activity partnership.

This unique deal will see the leading fitness and weight loss companies working together throughout 2012 to offer their UK member base, totalling over 1.2 million people, complimentary support in activity and healthy eating advice.

This multi-faceted partnership sees Strictly Come Dancing star Alesha Dixon, who is currently Creative Director for LA fitness, working with both brands to support their members achieve and celebrate their weight loss and fitness goals.

The partnership will include a bespoke 'Get Active' campaign due to launch in spring 2012, ahead of the Olympic Games and various cross promotional activity.

Andrew Knight, Senior Vice President of Weight Watchers UK explained: *"Exercise has always been a key pillar of the Weight Watchers approach, and by working with LA fitness we are reinforcing the importance of being active to all our members. With the Olympic Games ahead of us, there has never been a better time to be inspired to be more active."*

Martin Long, CEO, LA fitness says: *"We are very excited about the opportunity to work in partnership with the UK's leading weight loss and nutrition brand. We believe there are some real synergies with our businesses and moving forward we will be in an even stronger position to help more people lead a healthier lifestyle and achieve sustained weight loss."*

Alesha Dixon said, *"I'm delighted to be working with two of the UK's biggest health and lifestyle advocates. I've always been vocal about the fact that diet and exercise isn't just about looking good, it's first and foremost about being healthy, and both Weight Watchers and LA fitness share this philosophy. We've lots of innovative ideas in store to put health and fitness back at the forefront of people's minds."*

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