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For immediate release

GATORADE 'FIT IDOL' 2009 CHAMPION EARNS HIS TITLE

The title of Gatorade Fit Idol Champion of 2009 was awarded to Andy Gange, by Clare Bocking, Britvic's Divisional Sales Manager, after his heroic effort at Gatorade's stand at Leisure Industry Week. Andy, who works at The Club Company's Lichfield Golf and Country Club, clocked an impressive 6.74km in ten minutes to win a £3,000+ value prize pot that included a Suunto T3c heart rate monitor, a **bodycore** Functional Training Platform from Dynamic Activity, a year's supply of Gatorade, and a trophy for his mantelpiece.

Gatorade's strong presence at Leisure Industry Week was crowned by the introduction of the first 'Fit Idol' competition, a tough challenge that demanded both mental and physical strength from contestants. The competition ran throughout the event's three day duration, with many vying for the top spot: some even returned each day!

Each contestant had ten minutes to pedal as far as they could on a spinning bike, beginning on the same resistance level. Every minute, an NVQ Level 3 question from Lifetime was asked: if a correct answer was given, the resistance was increased, meaning that more distance could be achieved – with harder work of course!

Andy Gange said of his winning 6.74km result: "I had no expectations when going into the 'Fit Idol' Championship, especially as I don't usually cycle much. I was really pleased to come out on top, albeit very surprised! The prizes are all great and are coming in really useful. I would like to thank everyone involved with the competition and hope to be back next year to defend my title!"