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## New Social, Interactive Health & Fitness Site is Paving the Way

*Face2Face Gym gives their members better exercise and nutrition options so they have the right tools to be more successful. Connect via PC, Laptop, Tablet or Smartphone and enjoy workouts at home, on a lunch break or while away on vacation.*

Warwick, NY ([prHWY.com](http://prHWY.com)) December 28, 2012 - Today, Face2Face Gym announced their unique and innovative approach towards weight loss and fitness. The company offers live, interactive sessions where members can log in and connect live with their personal trainer, or join a live workout class. The ability to connect with people all over the world serves to motivate and inspire users to reach their goals from the comfort of their own home. Members can work out anywhere they have an Internet connection; PC, laptop, tablet, iOS or Android phone.

Face2Face Gym is designed to appeal to a wide range of people. The program is appropriate for everyone from stay-at-home parents and busy professionals to those who are already in good physical shape and looking to maintain their level of fitness. Face2Face Gym also customizes programs for those with special needs or considerations including seniors, cancer survivors, osteoporosis sufferers and overweight children and teens. Whether a person is overweight, unwell, unconditioned or recovering from illness or injury, Face2Face Gym is the optimal solution.

Face2Face Gym was founded by Brandon Iurato and Barbara McElnea. Brandon, a longtime business owner and fitness enthusiast, has always had a passion for helping others. He is also the author of a motivational/self-development book "Mind Karate: How to Kick Your Own Butt." When asked what inspired Face2Face, Brandon stated, "My parents passed at an early age from health related issues that could have been prevented. I recognized that poor diet, lack of physical activity and poor choices were an epidemic throughout society. My motto 'fitness anywhere, for everyone' is fueled by my desire and commitment to make the path for a healthy lifestyle easy, affordable, accessible and fun for everyone."

Co-Founder Barbara McElnea has suffered with Lupus for the past 15 years. In February 2012, Barbara started down a path of gentle fitness and was determined to improve her life. With a severe allergy to UV lighting and natural sunlight, Barbara had challenges finding a fitness regimen that her body could tolerate. Barbara explains, "My physical limitations forced me to train at home. This is how the vision for the company was born! The value of having a steady support system to keep you motivated and energized cannot be stressed enough. In 10 months, I have lost 65 pounds by eating right and exercising using techniques similar to those Face2Face is providing. Through live group sessions and social media connections, I've found the crucial support I needed to be successful!"

### About Face2Face Gym

Face2Face Gym is an interactive virtual gym that allows users to participate in fitness classes no matter where they may be located. This program offers a great deal of flexibility to users, as they can participate in a group exercise session or one-on-one personal training with a fitness professional of their choice. Additionally, personalized fitness programs are offered for special populations and the unconditioned and unwell. Face2Face Gym assists clients to make smarter eating choices while exploring new time-efficient ways to exercise.

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More information is available at <http://www.F2Fgym.com> and <http://www.facebook.com/Face2FaceGym>.

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