

Work sample: Meredith Hunt
Client: Grass Iron Gym
Press release to announce new business (2011)



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Press release

New space offers serious weight training for everyone, minus the intimidation

Austin, TX

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Austin's best-kept fitness secret is tucked into a nondescript shopping center on North Lamar near Half Price Books. GrassIron (www.grassiron.com), an Austin fitness company, recently opened a new space where clients can achieve their goals in an attentive, friendly environment, regardless of their current fitness levels.

Amalia Litras and Pattie Farley, co-founders of GrassIron, have been in business since 2003, but they previously trained clients at another gym. Litras and Farley decided to open their own space because they wanted to offer something unique to the Austin community: training for people of all fitness levels – from those who are brand-new to strength training to the Olympic-style weightlifting hopeful – by supportive, knowledgeable, and experienced professionals.

Both Farley and Litras are competitive lifters, and they apply their experience to training clients. All GrassIron trainers are certified by the American College of Sports Medicine (ACSM) or National Strength and Conditioning Association (NSCA). "Our objective is to help everyday people achieve extraordinary fitness results, and we believe anyone can do it with the right training," says Litras.

In addition to weight training GrassIron will offer group cardio classes and group or private training, including Olympic weightlifting. To visit GrassIron's new location, make an appointment (512-699-7732) or come to the grand opening event at the space on November 19, 2011 from 5:30 – 8:00 p.m.

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