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## Leslie's Pool Supplies Offers Finance Program

The Commercial Division of Leslie's Swimming Pool Supplies is offering a finance program with affordable monthly payments for items such as controllers, water sanitizing systems, commercial grade pool cleaners, heaters and filters. The program is offered in addition to the company's bulk purchase discounts and promotional pricing.

"We recognize that for some health club facilities having a manageable monthly payment is important. That's why we have options that fit our customers' needs," said Brian Agnew, the senior vice president of the Commercial Division of Leslie's.

Customers can even include system installations on their payment plan.

"Other companies claim to provide the same services, but few can match



Leslie's in product selection, customer support, delivery, technical expertise, ease of doing business and payment programs," said Rick Sawin, the Commercial Division Vice President.

To learn more about Leslie's financing plans or to request an estimate for your facility, call 1-800-LESLIES (537-5437).

## KettleBell Concepts Teams Up to Hold Kettlebell Lifting Championship

KettleBell Concepts (KBC), Health Factory USA and the International Union of Kettlebell Lifters (IUKL) have joined forces and will hold the first ever, sanctioned, kettlebell lifting world championships at Premier Fitness in Nanuet, N.Y., on September 16-19th.

A kettlebell competition, also known as Girevoy Sport (GS,) has two lifts: the long cycle (clean and jerk) and the biathlon (snatch plus jerk.) Unlike Olympic style weight lifting where the competitor attempts his or her maximum weight, in GS the idea is to do as many reps as possible in 10 minutes. Men in the heavyweight division use two 72-pound bells for the clean and jerk or one 72-pound bell for the snatch. Women use a 35-pound bell.

Yuri Petunovs, the owner of Health Factory USA gym in Connecticut is the United States representative of the IUKL and a KBC Senior Instructor. "The IUKL is the largest and oldest organization of kettlebell lifting in Europe. Its headquarters are in Latvia and there are over 5,000 lifters who are members from 23 different countries,"

he said. "We will have top competitors coming from Russia, Latvia, Belarus, and others. Vasily Ginko, the Secretary of the IUKL and the lead instructor of the IKSA (International Kettlebell and Strength Training Academy—the training arm of the IUKL) will be here and will speak about the history of Girevoy Sport as well as provide a basic demonstration. This is a once in a lifetime opportunity for anyone interested in competitive kettlebell lifting to see the best competitors the world has to offer."

Kettlebells are slowly making their way into consumer awareness, said CEO of Kettlebell Concepts, Dave Ganulin. "You're starting to see [kettlebells] in gyms everywhere, but like Pilates, yoga, martial arts and so forth, the instructors must really know what they're doing," he said. "People love 'em, but not everyone wants to compete. But for those who are thinking about it, or for those who just have an interest in learning what these can do, this is an incredible opportunity to see some of the top competitors in the world."

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