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Subject: Introducing Ride Fit for Scuba Divers



PRESS RELEASES



Dear Scuba Diving Fitness Enthusiasts,

I am please to present the latest news for ScubaFit® and FitDiver®. We have an exciting year ahead. Please take a moment and subscribe to continue receiving our press releases and newsletter.

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Kind Regards,
Gretchen M. Ashton, CFT, NBFE

Scuba Divers Share Vision of Fitness

Aerobic Exercise Leads to Improved Diver Safety



SAN DIEGO- Local scuba divers, Gary Hawkins, Founder of Ride Fit™ and underwater videographer, and Gretchen M. Ashton, CFT, NBFE, owner of ScubaFit® and FitDiver®, have joined forces. Committed to the health and wellness of scuba divers, both have personal fitness stories, are inspired by adventures in scuba diving, and empowered by the influence of the sport to motivate divers to fitness.

Hawkins transferred his underwater film success to Ride Fit™, an exciting new series of videos to motivate and prevent boredom for cyclists who train indoors. The videos are designed for stationary exercise bikes of all kinds and may be downloaded to a variety of electronic devices. Cyclists can take Ride Fit™ workouts anywhere within the home, travelling or the fitness center. Gary commented, "A good level of cardio fitness is very beneficial to your overall health and essential for safe diving. If indoor cycling is part of your exercise routine, the Ride Fit™ series will make your workout fun, motivating and structured. Our virtual indoor cycle training videos are shot in stunning high definition from the first person perspective. Users will experience, as closely as can be achieved in an indoor environment, actually being there on the road."

Ashton is delighted to introduce Ride Fit™ to scuba divers. Gretchen is a fitness professional and co-author of the PADI ScubaFit® Diver Distinctive Specialty Course. "Cycling is excellent aerobic exercise to maintain cardiorespiratory fitness for diving. A great starting place for divers is the Ride Fit™ Fiesta Island Fun video. The workout is inspiring and takes place near the water. Importantly, the Fiesta Island Fun ride incorporates the 70% and 80% training heart rate zones ScubaFit® recommends for divers. Divers benefit greatly by training in both zones in the same workout in the same workout in the same workout," says Ashton. This training video combines the scenic shores of Fiesta Island at Mission Bay in San Diego, California with music (optional), easy-to-follow instructions, and a digital dashboard reflecting the intervals and cadence for each training zone. The video is very affordable at \$7.99 and divers can progress their training or add variety with a choice of four other currently available titles. All five videos are available individually or as a combo pack.



Both Ashton and Hawkins are extremely excited about this new partnership between their respective organizations. They added, "We see this initiative as a way of further promoting and encouraging diver fitness. Ultimately this will lead to improved diver safety and betterment of the general wellbeing of the dive community."

FitDiver® is a publication of ScubaFit®
 by Gretchen M. Ashton, CFT, NBFEE,
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Gretchen M. Ashton, CFT, NBFEE, developed ScubaFit® and the FitDiver® program. She is registered with the National Board of Fitness Examiners, is an advanced diver, International Sports Sciences Association personal trainer and fitness therapist, and world champion athlete. Gretchen is an Expert Speaker for Los Angeles County Scuba Advanced Diver Program and Underwater Instructor Certification Course, a contributing writer for California Diver Magazine, has been published in Alert Diver United States and Asia-Pacific, Divetime.com, and Examiner.com, appeared on Scuba Radio and was featured in the President's Council of Physical Fitness and Sports newsletter for inspiring and innovative accomplishments in fitness.

ScubaFit • 1204 Abelia Avenue • Carlsbad, CA 92011

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