



# CLUB PHOENIX

September 2011 Edition



## Troy VS. Paul THE ULTIMATE FITNESS FACE OFF

September Refer A Friend Extravaganza!

**NEW**

**September Charity**

**F.I.T 360 Class**

One School One Day

TOSCA RENO at the Royal for  
Victoria's First Annual Fitness & Figure Show

**BACK to SCHOOL PROMOTION**

**Recipe of the Month**

Crab Cakes with Honeydew-Strawberry Salsa

**NEW PAID PROGRAMS:**



AM RIP  
KETTLEBELLS  
ZUMBA

Rev up your Workout  
with  
**Kettlebells**

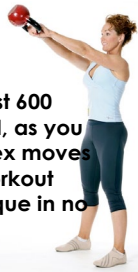


**Sept 27<sup>th</sup> – Nov 3<sup>rd</sup>**  
**Tuesdays & Thursdays**

9:00 - 9:45am

OR

7:30 - 8:15pm



This intense and efficient class will have you blast 600 calories in 45 minutes. No prior experience needed, as you will build a strong foundation and add more complex moves as you go. Be prepared for a fun, fat-blasting workout guaranteed to get you a leaner and stronger physique in no time at all. Register now to save your spot!

**Members:** \$120 for 12 Sessions  
**Non-members:** \$160 for 12 Sessions  
(No Membership Required.)

Pick up the NEW September  
**GROUP FITNESS SCHEDULE** today!!

**NEW PAID PROGRAMS:**



**KETTLEBELLS**

**FREE TRIAL CLASS:**

**SAT SEPT 17 @ 10AM**

**SPACE IS LIMITED.**

**GET YOUR PASS EARLY!**

**AM R. I. P.**

Resistance Intervals Plyometrics

**Sept 20 - Nov 10**



**Tuesdays & Thursdays**  
**6:15am – 7:15am**

- ❖ Build Muscle
- ❖ Improve Endurance
- ❖ Lose Weight
- ❖ Increase Energy
- ❖ Elevate Mood

This fun, challenging and versatile workout will whip you into shape before your work day even starts. Open to any and all fitness levels. Grab a friend and register today!

**Members:** \$96 for 16 Sessions  
**Non-members:** \$144 for 16 Sessions  
(No Membership Required.)

**This September**  
**Club Phoenix Presents**



**Sept. 21st – Nov. 9<sup>th</sup>**  
**Wednesdays**

**10:30am - 11:30am**

**ONLY 4 MORE DAYS TO REGISTER!!!**

“Join the party in an exhilarating, effective, easy-to-follow, Latin-inspired, calorie-burning dance fitness-party™ that’s moving millions of people toward joy and health.”

**Members:** \$61.20 for 8 Sessions  
**Non Members:** \$72.00 for 8 Sessions  
(No Membership Required)



# Troy VS. Paul

## THE ULTIMATE FITNESS FACE OFF

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It appears club owner, Troy Francis, is at it again-except this time around the stakes are higher and the competition more fierce.

As of September 1st, Troy will face off against personal trainer and best friend, Paul McKinney, in the **ULTIMATE FITNESS FACE OFF**. Competitors will have 70 days to shape up before their 43rd birthdays.

“Knowing Paul’s addiction to chocolate this shouldn’t be that hard of a challenge for me. I have taken seven months off since my last challenge and that may leave me a step behind but, hands down, I am going to win this challenge,” says Troy.

At the end of the 10-week fitness challenge Troy and Paul will compete in five different challenges. The first will be total body fat percentage lost. The second, who has made the best visual transformation based on before and after pictures. The third challenge will be who can make it to the top of Mount Finlayson with the best time.

“I hear Troy is doing a lot of smack talk. It’s no contest against Troy. I’ll be at the top of Mount Fin. waiting for him in my dust,” boasts Paul.

But what Troy and Paul don’t realize is that our members have the final say in the last two challenges. Club Phoenix is inviting you to a customer appreciation night where these final two challenges will be revealed. You will have front seat tickets to see these disciplined, dedicated, fighting machines sweat to the end.

“The two blind challenges that I don’t know about are going to be challenging. The other three, in my mind, I’ve already won,” says Troy.

“He’s still always going to have that water baby in his stomach,” laughs Paul.

And what are these boys playing for you may ask? Each has decided on an adventure package as their reward. Paul is pulling up his tube socks in hopes of winning a helicopter tour of the Island while Troy is squeezing into his Lulu’s for a chance at a chartered salmon fishing trip.

Follow Troy and Paul along their journey by visiting the Club Phoenix monthly newsletter and Facebook page. Each week you can learn about their training programs, nutrition plans, and programs.



**So who is your money on ??**  
Post or Tweet your answer to...



[www.facebook.com/clubphoenixvictoria](http://www.facebook.com/clubphoenixvictoria)

<http://twitter.com/ClubPhoenixVic>

Find Club Phoenix on **FACEBOOK** and **TWITTER**  
for class updates, promotions, daily club news,  
weekly recipes, fit tips and fun facts.

DO WE HAVE A DEAL FOR YOU!

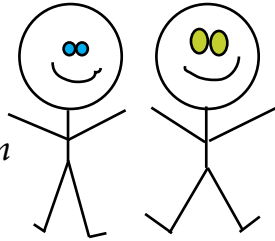
## September Refer A Friend Extravaganza!

YOU + YOUR FRIEND = FREEBIES x2

We have decided to extend last month's Refer a Friend promotion for the month of September.

For Joining.....

They Receive  
**\$50 OFF** Membership  
**FREE** Fitness Consultation  
**FREE** Personal Training Session  
**FREE** Month of Tanning  
**(\$230 in Free Services)**



For Referring them.....

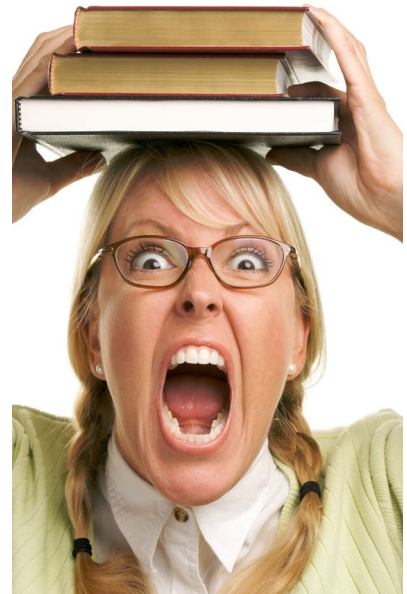
You Receive  
**FREE** Month Membership  
**FREE** Fitness Consultation  
**FREE** Personal Training Session  
**FREE** Month of Tanning  
**(\$230 in Free Services)**

## BACK TO SCHOOL

Listen up students. It doesn't get better than  
**8 months for the price of 6!**

For **\$329.99**+tax you will have **GOLD** member access to the gym, weights & cardio rooms, all fitness classes, and towel service.

Break free from the stress of studying for those essays and exams at Club Phoenix.



## 10-15% OFF PERSONAL TRAINING

We recognize that you can do anything if you put your mind to it. Let our expert personal trainers guide you in the right direction to accomplish your goals.

Up until September 30th save on 12, 24, and 36 personal training packages.

Please contact Club Phoenix Personal Fitness Consultant, Hayley Jewer, for more information or to ask questions on how you can start today.



# Recipe of the Month

## Crab Cakes with Honeydew-Strawberry Salsa

**Serves:** 2

**Time:** 1 hour

### Ingredients:

#### Crab

- 1lb crabmeat, drained and picked over for shells
- 1tbsp Dijon mustard
- 4tbsp whole-wheat Panko bread crumbs
- 2tbsp chopped fresh parsley
- 4 scallions (white and some green parts), thinly sliced
- Zest 1/2 lemon
- 1 1/2tsp salt-free chile or Cajun seasoning (try Mrs. Dash Extra Spicy Seasoning Blend)
- 1tsp smoked paprika
- 1/8tsp sea salt
- 1 large egg
- 1 large egg white
- 1/4 cup of white whole-wheat flour
- Fresh ground black pepper, to taste
- 2tbsp safflower oil, divided
- Lemon wedges for serving, optional

#### Salsa

- 1 cup diced honeydew melon
- 1 cup diced strawberries
- 1/2 small red onion, chopped (about 1/2cup)
- 1 jalapeno pepper, seeded and chopped (about 1/4 cup)
- 3tbsp chopped fresh parsley
- 1 1/2tbsp fresh lemon juice
- Pinch of sea salt



### Instructions:

1. In a large bowl combine crabmeat, Dijon, Panko, parsley, scallions, lemon zest, chile seasoning, paprika, salt, egg and egg white. Gently fold mixture with a rubber spatula.
2. Firmly pack crab mixture into a 1/4-cup measuring cup. Shape about 1-inch thick. Cover with plastic wrap and chill for at least 30 minutes or up to 24 hours.
3. In a medium bowl combine all salsa ingredients. Stir gently to combine. May be made up to four hours in advance.
4. Line a plate or baking sheet with parchment paper. Put flour in a pie plate and season with black pepper. Gently dredge each crab cake in flour and transfer to parchment. Add 1-tbsp of oil to a large, heavy skillet and heat on medium. Add half of the cakes until golden brown, 4-5 minutes per side. Serve immediately with salsa and lemon wedges.

### Nutrients per Serving (2 Crab Cakes with Salsa):

Calories: 254 Total

Fat: 9g

Sat Fat: 1g

Carbs: 21g

Protein: 24g

Sodium: 445mg

Cholesterol: 122mg

Sugars: 5g

# WALL OF FAME

This month we recognize those long-time members who are celebrating their gym anniversaries in the month of September.

## 14 YEARS

Jeff Metcalf  
Michael Rice  
Darshi Sketchley

## 12 YEARS

Neeraj Grewal	Jane Kirwan
Dawn Mann	Ray McWilliams
Corey Renaud	Wayne Sitarz
Teresa Taylor	Adam Zaharko

## 11 YEARS

Terri Irmscher

## 10 YEARS

Nikil Regenvann

## 8 YEARS

Randy Bligh	David Bower
Kyle Brewis	Tim Ebata
Norene Fournier	Colin Fraser
Stewart Herbert	Gary Howell
David Lackmanec	Mark Lovett
Doug Mackay	Lawrence McCullough
Jill McQuade	Louis Oliveira
Chad Sergeant	Peter Songhurst
John Thornton	

## 7 YEARS

Denise Helm  
Paul McGuire

## 6 YEARS

Douglas Bowell  
Karen Lockhart  
Lindy Payne

## 5 YEARS

Rita Fraser	Kevin Kilpatrick
Brian Maclean	Megan Turner

Thank you all for making  
Club Phoenix part of your lives

## September Charity Class

**One School One Day** is a growing global community of people making passionate contributions to ensure every child in Ethiopia receives a quality primary education by 2020.

Join Club Phoenix instructor Lisa on September 24th @ 9:00am for a F.I.T 360 class that will change lives.

Go online to register today <http://1school1day.org/>



ONE  
SCHOOL  
ONE  
DAY

1 School  
1 Day  
1 Hour

A  
Day  
of  
Motion  
for  
Ethiopia

**Just 1 hour of movement funds education in Ethiopia.**

On September 24, 2011 at 9 am get moving with health and fitness enthusiasts all around British Columbia to raise funds and build one school in Ethiopia!

More information about the event and how you get involved:  
[www.1School1Day.org](http://www.1School1Day.org)

Visit our Facebook page to "like" our page:  
[www.facebook.com/1school1day](http://www.facebook.com/1school1day)

100% of proceeds go directly to imagine1day.  
Donations welcome.

imagine1day  
[www.imagine1day.org](http://www.imagine1day.org)



## Flex Your Face

It takes about 200,000 frowns to make a permanent wrinkle. So the next time you notice a wrinkle in the mirror, it's time to start smiling.

Proudly Presents

**Tosca Reno**  
**Saturday November 12th**  
**The Royal Theatre**  
**Victoria BC**



TOSCA RENO



## Victoria's First Annual Fitness & Figure Show

Victoria's first annual Fitness and Figure Show will be held on November 12 at the Royal Theatre in Victoria, British Columbia. The event is organized by local fitness and nutrition company, Island Fit Life, and sponsored by many local supporters.

The Fitness and Figure Show features keynote speaker Tosca Reno. Tosca is an accomplished Canadian writer and world renowned health and fitness guru. She has made numerous guest appearances on television shows including "Good Morning America" and "The Montel Williams Show" and was featured on "The Oprah Network." Tosca has also been host to her own reality show. Tosca has authored 11 books. Her first book, "The Eat Clean Diet" made the New York Best Sellers List. Her latest book, "Just The Rules" describes her journey to success in all areas of her life.

Tosca's personal accomplishments have motivated thousands of people world-wide who are seeking health and fitness. At 42, Tosca has gone from 260 pounds to a svelte bikini body. At 50, Tosca's sculpted body won her fifth place in a physique contest. As a result of her own success, Tosca's food and exercise programs have been changing the lives of her followers.

Forty to fifty women from Vancouver Island and abroad will compete in the Fitness and Figure Show. The show is a physique-exhibition competition for women with three categories. The athletic fitness portion is judged on overall athleticism with regard to symmetry, firmness and proportion. The Figure Model portion emphasizes a model that has more muscle than the Athletic Fitness Model, and the Bikini Model category is focuses on that natural look and overall physical appearance including body curves and femininity.

Organizer and owner of Island Fitlife, Dwayne Ganderton, states that he is excited to introduce the new annual show to Victoria. Six hundred to seven hundred enthusiasts and wannabees are expected to attend the \$79 to \$99 per ticket event. Tickets will go on sale September 15th and can be purchased through the McPherson Box Office.



**MORE THAN A FITNESS SHOW!**



*Supplement Exhibit*  
 brought to you by  
**Popeye's Victoria**  
 & Nanaimo

