

Ultimate Kettlebell Fitness Program, KettleWorx, Featured on KMSP-TV, Minneapolis

KettleWorx continues to be recognized as the global leader in the fast-growing kettlebell fitness market. Ryan Shanahan, Celebrity Fitness trainer, kettlebell expert and the developer of KettleWorx appeared today on KMSP-TV in Minneapolis to discuss his new home fitness program.

June 20, 2009 (FPRC) -- Ryan Shanahan appeared on KMSP-TV (FOX Network) in Minneapolis-St. Paul today to discuss kettlebells and the KettleWorx kettlebell fitness program.

KettleWorx is the world's first comprehensive home-fitness program based entirely on kettlebell training.

“The kettlebell is the most effective fitness tool available, but most people still don’t know what it is, and fewer still know how to use it effectively,” said Ryan Shanahan, Celebrity Fitness Trainer and kettlebell expert. “That’s why I developed KettleWorx – the fastest, easiest and most economical fitness program ever. I’m grateful for the opportunity to inform the KMSP television viewers about kettlebells and the KettleWorx program.”

Kettlebells are quickly becoming the hottest trend in personal fitness. With celebrities like Jennifer Lopez and Matthew McConaughey having recently come out in praise of kettlebells, millions of Americans are looking for a way to add this fast and effective workout to their own fitness regimen.

“Many studies have shown that lack of time is the biggest fitness obstacle for most people,” said Steve Roberts, CEO of KettleWorx. “The kettleWorx fitness program is the ideal solution for busy people because it’s proven to deliver whole body fitness in just three 20-minute sessions a week.”

KettleWorx is the first comprehensive kettlebell training course on DVD – a complete home fitness program based entirely on kettlebell training. Users get a complete core, cardio and resistance workout with each 20-minute KettleWorx workout – for whole body fitness with just three, 20-minute workouts each week.

For more information, visit <http://www.KettleWorx.com>

About Ryan Shanahan

Ryan is the world's leading kettlebell expert, a celebrity fitness trainer and the developer of KettleWorx – the most comprehensive kettlebell training program available. Over the last 20 years he's played professional hockey, represented Canada at the World Duathlon Championship, completed 22 triathlons and 2 marathons. Having trained with nothing more than a 20 pound kettlebell, Ryan recently earned 2nd place at the Heavyweight Drug Free Bodybuilding Contest. He works out of the Toronto film Studios, Ontario, Canada.

About KettleWorx

KettleWorx is the global leader in kettlebell fitness and offers a complete kettlebell workout and exercise program on DVD for home use. Designed to emulate a true personal trainer experience, KettleWorx is appropriate for men and women of any fitness level. Working out just 20 minutes, three times a week, users achieve dramatic results after completing just six weeks of gradually more challenging workouts – the “Six Week Body Transformation.”

For more information, visit <http://www.KettleWorx.com>

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