

For Immediate Release

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Knowland Group Kicks Off Employee Fitness Challenge with Award-Winning Body Builder & Personal Trainer Dave Kergaard

Three-month Initiative Will Help Employees Improve their Health, Connect with Co-Workers, and Get Ready for Swimsuit Season

Salisbury, MD, 3/31/10 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, today announced the kickoff of the 2010 Knowland Fitness Challenge. Designed to help employees improve their overall health and get fit just in time for swimsuit season, the three-month program will be customized for each individual's personal fitness goals. Award-winning body builder and certified personal trainer [Dave Kergaard](#) will help employees design a personalized plan encompassing nutrition, exercise, and weight training.

"Part of taking care of our employees means doing all we can to help them take care of themselves," said Knowland Group CEO [Michael K. McKean](#). "By combining nutrition and fitness expertise with the motivation of group participation, we hope to create a culture of health and vitality at Knowland."

Besides the significant health benefits, the Knowland Fitness Challenge will aim to bring employees closer together to create a strong support system that will function far beyond the three-month initiative. That connection to co-workers is key to the way Knowland does business. The fitness challenge is completely voluntary – there is no pressure to take part. Still, the response has been very enthusiastic, with more than 85 percent of employees signing up.

Knowland employees have set a wide range of goals - from losing weight, to adding muscle, to simply getting in better shape. They already receive free gym memberships, provided they actually go, but Kergaard will help them get the most out of those memberships by showing proper technique and helping to choose exercises most effective for their goals. He is also encouraging all participants to keep daily food and exercise journals to help them measure their progress and stay honest with themselves.

For an added incentive, two top prizes will be awarded to the individual who loses the most weight and the one who best achieves his or her personal fitness goal. Winners will receive a trip for two to the destination of their choice within 1,000 miles of company headquarters, including flight and lodging.

“This challenge is a great example of how companies can motivate employees to be the best they can – it’s all about making the small but important lifestyle changes,” says Kergaard. “People with careers always claim they don’t have enough time – in reality, everyone can find 3 hours a week to devote to taking care of their bodies. If you’re doing it right, that’s all it takes.”

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in Salisbury, MD, serves over 100 markets within the United States, Canada, Mexico, the Caribbean, the United Kingdom, Thailand and the United Arab Emirates. Recently featured on the *Inc.* [Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).