

Central Coast Boot Camp

with Lisa Huck

FOR IMMEDIATE RELEASE

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SLO FITNESS VETERAN WHIPS FITNESS BOOT CAMP INTO SHAPE Lisa Huck Purchases Pioneering Central Coast Adventure Boot Camp

As of May 31, San Luis Obispo residents will see the new face of Central Coast Adventure Boot Camp. Longtime local fitness and wellness expert, Lisa Huck, purchased the business from founder Amy Sullivan and will continue offering inspiring and effective fitness instruction to women under the name “Central Coast Boot Camp with Lisa Huck.”

Having collaborated and referred clients to each other in the past, Huck and Sullivan built on their mutual respect for each other. With Huck as the new owner, both feel good about fulfilling their shared vision for improving the community’s quality of life, one workout at a time, or “inspiring the world to wellness,” as Huck puts it.

Sullivan started the county’s first fitness boot camp for women in 2005 to fulfill the need for a safe and effective exercise option beyond the gym scene. Having since relocated to the Bay Area, Sullivan says she is excited about passing the baton: “Lisa is so warm and approachable, and her enthusiasm is for real — she backs it up with an amazing knowledge base and 20 years of hands-on fitness experience. Results don’t lie.”

An all-levels women’s boot camp, Central Coast Boot Camp with Lisa Huck carries on the tradition of leading women to enjoy “seriously fun fitness,” while improving their cardio, strength, flexibility and body composition. “We keep the workouts fresh and fun so each day is a new, invigorating experience,” says owner-instructor, Lisa Huck, who also owns Lifestyles for Vitality, and is a Fellow of Applied Functional Science.

This training is essential to clients. According to Beverly Maguire, a longtime client of both Huck’s and Central Coast Adventure Boot Camp, “Lisa’s knowledge of body mechanics to ensure a rigorous, yet safe exercise regiment is instrumental. I have become stronger, healthier, and incorporate much of what she teaches into my everyday life.”

The June session starts Monday, May 31, and space is limited. To register, or for more information, go to www.centralcoastbootcamp.com or call (805) 550-5912.

Central Coast Boot Camp with Lisa Huck is a month-long program featuring of 70 minutes of instruction 3 days/week. Boot camp meets at 6:15 a.m. at its outdoor location, a local elementary school.

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If you’d like more information, or to schedule an interview, please contact Lisa Huck, (805) 550-5912 or Amy Sullivan (805) 305-3894.