

Alberta Boot Camps Re-brands to Expand Nation Wide!



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Industry: [Healthcare](#)

Press Release Summary: Fitness Boot Camps Canada is on a mission to conquer Canada! October 20th, 2008 (Calgary, AB) - Alberta Boot Camp announced today that they have finalized their re-branding strategy to accommodate their massive expansion plans across Canada. The new company name is officially Fitness Boot Camps Canada.



Press Release Body: Alberta Boot Camps Re-brands to Expand Nation Wide Fitness Boot Camps Canada is on a mission to conquer Canada! October 20, 2008 (Calgary, AB) -**Alberta Boot Camp** announced today that they have finalized their re-branding strategy to accommodate their massive expansion plans across Canada. The new company name is officially **Fitness Boot Camps Canada**.

*"This is the perfect time to expand our new brand, and grab hold of some extra market share" commented **Allan H. Fine, Owner/Program Director of Fitness Boot Camps Canada.** "Our mission statement says it all. We are here to help our clients achieve their full potential in their lives by giving them the tools they need, through fitness, nutrition and life coaching, right across Canada."*



Expansion across Canada will begin in the fall of 2008, with British Columbia and Saskatchewan as the company's main targets. Coupled with the above announcement, **Fitness Boot Camps Canada** also launched their new website www.fitnessbootcampscanada.com. The new website encompasses new features such as a registration feature for each province, an informative blog, and Boot Camp TV.

About Fitness Boot Camps Canada:

Back in 2004 Allan H. Fine saw the need for a better fitness program on the market. One that was affordable, effective, fun and inspirational. What developed out of his passion was the creation of THE premiere boot camp program in Alberta, consistently featured in magazines, radio and television within Canada. For more information, please visit www.fitnessbootcampscanada.com

Web Site: <http://www.fitnessbootcampscanada.com>

Contact Details: Have a truly great day , everything is possible!

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