

BAND CAMP

Andy Spalding Active Balance

Background

Since having Lap Band Surgery in 2005 I have lost 60 kilos, become a personal trainer and for the past 12 months I have been running Band Camp.

An educational weekend away where we have talks from Psychologists, Dieticians, Chefs and Fitness Trainers. Participants spend the weekend at the retreat participating in talks, cooking classes, group discussions and exercise sessions.

Aim

To motivate and give participants all the tools required for them to go home and be truly successful in their weight loss.

Method

Educational talks from Health care professionals. Exercise advice from qualified trainers and creating a positive mindset.

Results

66 people have attended 3 band camps over the past 12 months with an average weight loss of 30 kilos per person.

Conclusion

In 2009 Band Camp will launch a national website and advertising campaign in conjunction with Allergan.