

## FOR IMMEDIATE RELEASE

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### **New Exercise DVD Promises To Go “Easy On” The Knees** *Fitness Pro Holly Kouvo Launches Easy On™ Series for Reluctant Exercisers*

**STOW MA, October 24, 2006** – Americans are pros at finding excuses not to exercise. No time, no energy, no fitness equipment...these are just some of the reasons we conjure up when rationalizing our sedentary lifestyle.

“I have bad knees” is one of the more common excuses Americans use to avoid working out. And millions of Americans do suffer knee pain, from:

- traumatic injuries (especially common among weekend warriors who exercise hard once or twice a week)
- flare-ups of old athletic injuries, common among skiers
- recent knee surgery
- chronic conditions like arthritis
- occupational injury – flooring professionals, for example, claim the highest rate of workers compensation claims related to knee injuries
- excess weight, ironically one of the things that exercise helps prevent

Inspired by her clients to address the real issue of knee pain – and the perception that you can't exercise with “bad” knees – fitness pro Holly Kouvo of Stow, MA has introduced the first in her Easy On™ exercise DVD series. The Total Body Workout...Just Easy on the Knees™ is an easy-to-follow, 30-minute DVD that requires no exercise equipment, just some comfortable clothes.

“I developed this series to make it easy for people to exercise while protecting the most vulnerable body parts,” says Kouvo, founder and owner of Fitting Fitness In. “The Easy On™ for knees is our debut DVD, and the next one will be for the lower back. The key to success when you have a problem with a certain body part is to strengthen the surrounding muscles, and these videos target how to do it.”

Rosalie Berkovich, 78, of Acton, MA, one of Kouvo's clients, “It's about time Holly did an exercise video. We've been telling her we need one to stay motivated between our classes with her.”

The Total Body Workout...Just Easy on the Knees™ can be previewed and purchased for \$19.95 at [www.fittingfitnessin.com](http://www.fittingfitnessin.com).

### **About Fitting Fitness In**

Owner of Fitting Fitness In, Holly Kouvo is a certified personal trainer and aerobics instructor through the Aerobics and Fitness Association of America (AFAA). To learn more about Kouvo and her personal training services, call 978-502-8781 or visit [www.fittingfitnessin.com](http://www.fittingfitnessin.com).