

FOR IMMEDIATE RELEASE

A 'FAMOUS FIVE' FINDS ITS FEET AGAIN

A simple, no equipment fitness program inspired by the famous 5BX plan!

January 31st 2011, Adelaide, Australia - From the late 1950's to the 1980's an estimated 24,000,000 copies of the Royal Canadian Air Force's internationally acclaimed 5BX plan were sold. The plan consisted of five basic exercises that could be done anytime, anywhere. Sadly, some of the exercises are now considered unsafe, so Goodbye Couch modernised the program, making it available to both past 5BX enthusiasts and to a 21st Century sedentary generation.

Goodbye Couch! Fitness utilises the principle of overload – exercises slowly increase in difficulty resulting in a gain of strength and fitness. It comes in two formats; a traditional booklet and a set of travel friendly PocketCards. No equipment is required, so the 'Goodbye Coucher' can enjoy the flexibility of exercising at home, at the office, on holidays or business trips. It is suited for both sexes from 8-80+. The participants are not on their own as there is both email and web forum support.

“Our cause is simply to encourage people to move more. Sedentary lifestyles can result in an increase risk of heart disease, diabetes 2, bowel cancer and more, so it is imperative to shape a global community who will move more! Our back to basics program has the potential to play a significant part towards that.” said Chris Gurney, director and founder of Goodbye Couch.

Goodbye Couch will be donating a portion of sales to community grassroots organisations who are actively encouraging people to move more.

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Goodbye Couch! Fitness was the brainchild of Chris Gurney who recognised the value of introducing the 5BX exercise format to a new generation. The program was developed by James Christie, a personal trainer who has a Certificate IV in Fitness and a Diploma in Community Recreation. Their cause is to encourage people to say 'Goodbye Couch!' and move more.

Goodbye Couch Pty Ltd is an Australian registered company ACN 142 390 350

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