

Club Corona: The Fit Box launches new fitness hub to strengthen the fight against Corona

Better choices, Better Health



Bracknell, Aug 8, 2020 ([Issuewire.com](https://www.issuewire.com)) - A recent study shows that 1 in every 3 children and nearly 2 in every 3 adults in the United Kingdom are suffering from heavyweight issues or obesity. And, at a time where the internal immunity of a person is playing a key role, the complications arising out of obesity have turned out to be of major problems for many. To catalyze the government's initiative of 'beating coronavirus' by staying fit and healthy, **The Fit Box** has launched an online hub called 'Club Corona', which ensures that the community stays fit and gains the strength to defeat the virus. This has changed the outlook of the fitness campaigns of the UK. The club was launched after the government's announcement of the new [obesity strategy](#), which includes a ban on online adverts, TV, and the 'buy one get one free' offers on high sugar, salty, and fatty foods, along with calorie labelling on the restaurant menus.

The 'Club Corona' began with a free live exercise campaign that ran from the month of March to July. Since then, the fitness organization has been consistently putting in efforts to provide support to the mental and physical health of the members of the club. Many have benefitted from the offered online exercise classes and live workout programs during this pandemic. Bringing in the experience of 10 long years of coaching members from its studio gym in Bracknell, the team is now focusing on making the world a better place by extending their hands through the available digital tools.

Paul Russell, the founder of **The Fit Box** says, 'Over the last 5 months, our workouts have reached tens of thousands of people around the globe, delivered by our excellent personal trainers. We are forever grateful for the generosity and commitment shown by all of our supporters during this time and we are now ready to move into the next phase of Club Corona, in line with the UK government's Better Health Campaign.'

Paul Russell has pledged to continuously work for this cause by providing all his time to the members of the club for the next 12 weeks. He wants to ensure that all those who are serious about losing weight and getting fit, get to avail of proper guidance and education.

To empathize with those taking part in the 'Club Corona', he reached obesity himself by consistently eating and drinking high fat and sugar throughout the month of July. Paul continues to say, 'There are no sales, no special shakes or potions, and no strings attached - we simply want to help people make better choices in order to live longer, healthier and more fulfilling lives'.

To ensure that members of the club benefit from each moment of the schedule, **The Fit Box** provides guidance through a series of live videos every week.

Members are encouraged to take part in the measurement reviews which are scheduled to take place on August 24, September 24, and October 22.

Interested individuals who are looking to improve their lifestyle and health can get in touch with **The Fit Box** at paul@thefitbox.co.uk or visit [Facebook page](#) - 'teamfitbox' to watch live videos and learn more.

About Paul Russell

Founder of The Fit Box, Paul is responsible for developing bespoke fitness education and training

solutions alongside the day to day running of one of the UK's first Small Group & Personal Training Clubs. With a passion for the format, developments and options available within small group training, Paul is skilled in coordinating and planning multiple bespoke training programmes. Paul works with a broad range of clients, educating, supporting and training to help them achieve success and develop new skills.

About The Fit Box

For over 10 years, The Fit Box has delivered small group training and education within the local community and to fitness professionals.

Built on community, inclusion and innovation, The Fit Box developed the UK's first professional Small Group Training qualification in 2013 which is supported by Active IQ & CIMSPA and delivered to members of the fitness community, organisations, local authorities, training providers and the general public.

Alongside regular classes, The Fit Box comprises a team of Personal Trainers, with a broad-ranging skill set including Yoga, New & Expectant Mums, Performance Training, Body Composition, Mobility Development, Kettlebell Training & Padwork.

In usual circumstances, Personal Training is available at the club or at your home, place of work, or other mutually agreed locations. Visit <http://www.thefitbox.co.uk/> for further details.

Website: <http://www.thefitbox.co.uk>

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