

# **ICON And Quantum To Promote Fitness In Sri Lanka**



Research indicates that one in five adults in Sri Lanka are either diabetic or pre-diabetic. Urgent action is required to raise awareness of diabetes and obesity in Asian countries and to encourage young people to make lifestyle changes to reduce their risk.

‘It has been proven medically that a minimum of three 40 minute work-out sessions a week, both cardio and strength training, are incredibly important for anyone,’ stated Taylor Price, Director – Asia for ICON Health & Fitness. He was in Colombo recently to introduce the NordicTrack and PRO-FORM fitness equipment, in partnership with Quantum Fitness, a well-known name for fitness equipment in Sri Lanka who pioneered the airing of fitness infomercials on local TV.

Having been the innovation leader in the industry since 1977, ICON Health & Fitness Inc, with nearly 2,000 employees and a presence in multiple locations around the globe, is the largest developer, manufacturer, and marketer of fitness products in the world.

The newly introduced NordicTrack is a groundbreaking innovation which has partnered with Google and incorporates the “iFit Live” technology. “These

treadmills are very unique, in that they have a pattern technology that allows you to be connected to internet wirelessly and access Google maps. You can thereby choose and draw your own map and run in Mumbai, Paris or Washington DC. With the availability of street views you can run past the Taj Mahal, the Eiffel Tower or the White House,” elaborated Taylor Price.

The NordicTrack and PRO-FORM have been introduced to Sri Lanka by Quantum Fitness and ICON Health & Fitness at a most opportune moment. “We don’t just sell treadmills we sell a healthy lifestyle, a whole culture that will lead to a healthier society,” stated Taylor Price.

