# Quantum Launches Fitness Range With Anarkalli



Quantum Fitness launched NordicTrack and PRO-FORM, the latest addition to their renowned range of fitness products and introduced Anarkalli Aakarssha the celebrity Sri Lankan film and tele drama actress, beauty queen, model cum TV presenter as brand ambassador.

Quantum Fitness initiated this latest venture by signing up with ICON Health & Fitness, a giant name in the United States and a leader of innovation in the fitness industry since 1977. ‘NordicTrack’ as well as PRO-FORM are prestigious brands in

the world being introduced to the Sri Lankan market.

The NordicTrack is a high-end brand known for its multi-functionality and perfect mix of innovation and technology. The innovative design and simplicity of use makes NordicTrack the perfect choice for home fitness equipment. The NordicTrack range includes treadmills, elliptical trainers, bikes, iFit Live technology and fitness accessories that allow all muscle groups to be worked. Apart from NordicTrack, Quantum Fitness also launched PRO-FORM another reputed brand by ICON Health & Fitness.

The agreement declaring Anarkalli as the brand ambassador was officially presented to her by Nomal Wijeyaratne, Managing Director, Quantum Fitness during the colourful event where she made a grand entrance through the beautifully ornate stage. The main feature of NordicTrack 'iFit Live' powered by Google Maps which enables the user to run anywhere in the world was also featured through a video presentation to educate the guests.

Anarkalli Aakarssha, Miss Sri Lanka for Miss World 2004 is loved Island wide as an actress, beauty queen, youth icon as well as singer. Speaking on the new launch by Quantum she stated, "your body is a temple you should worship. This goes to say that you have to be fit and healthy first in order to lead a complete life. In an era where diabetes and obesity is prevalent, this consciousness has to start at a very young age. It gives me great pleasure to be the brand ambassador of a product range that has reached many different communities in the country and I take it as a great opportunity to influence people and share my secrets of staying slim".

The launch was graced by a sizeable gathering vividly clad in shades of pink and blue, the official Quantum colours adding glamour and brilliance to an evening highlighted further by song and dance. Among the guests was Taylor Price, Regional Manager of NordicTrack for the Asian Region. The launch was followed by cocktails that continued well into the evening.

"NordicTrack is actually the Mercedes-Benz of fitness products and we are proud to be able to launch this in Sri Lanka and introduce Anarkalli as a brand ambassador reflecting the standard of these products of quality and class," stated Nomal Wijeyaratne, Managing Director of Quantum Fitness.

