

east village london E20

June 26, 2014



Make like Mo and get fit in the former Athletes' village

- **FREE outdoor fitness classes to launch at East Village**
- **Programme includes 'Athlefit', inspired by the training of Olympic athletes**

The former Athlete's village, East Village, has partnered with outdoor exercise initiative Our Parks, to create a series of free, al fresco fitness classes. Launching on Monday 30th June, Our Parks will rally residents, workers and locals at East Village to get active within the heart of the former Olympic grounds.

Residents and E20 locals will be able to train like an Olympian with the brand new 'Athlefit' class especially created for East Village. Inspired by the training practices of great British Olympians such as Jessica Ennis and Mo Farah, Athlefit will be led by expert coaches Liam Cole and Born Barikor. The class will offer a full warm up, followed by high intensity plyometric and sprint training, before rounding off with a low intensity cool down and static stretching.

Set within 27 hectares of space, the outdoor group exercise classes will offer a fun and accessible alternative to expensive gym memberships and personal trainers, with something for all ability levels and ages. Other classes include Hula Hoop Fitness and

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Skip Fit; an intense skipping based class that combines boxing and kick-boxing moves to shape-up and tone. Buggyfit even offers something for new mums and their young ones with exercises specially selected to strengthen and tone particular muscle groups.

After registering online, bookings are easily made via a user-friendly app that also allows participants to receive direct messages with class update. Priority will be given to residents of East Village, however other locals are encouraged to get involved and get active www.ourparks.org.uk.

-ENDS-

Notes to Editors:

For more information please contact eastvillage@wcommunications.co.uk or call on 07792627672

About East Village:

- East Village is east London's first Olympic legacy village and newest neighbourhood on the doorstep of the Queen Elizabeth Olympic Park
- Set in 27 hectares of breathtaking parkland, with more than 10 hectares of mature parklands, new parks and open space
- Positioned next to the world-class sporting venues of The Queen Elizabeth Olympic Park, East Village is located within 285 hectares of parkland, waterways, and nature trails connected by paths for jogging cycling and walking
- One of the best connected neighbourhoods in London with Stratford International and Stratford Regional stations offering links to London's key locations such as the west end in 20 minutes, St Pancras International in 6 minutes (by High Speed 1), Canary Wharf in 12 minutes, Ashford in less than 30 minutes and London airports within an hour
- Plans for an eclectic mix of 30 shops, restaurants, cafes & bars in the city's newest neighbourhood, ensuring that East Village is a thriving place for residents and visitors
- East Village offers a world-class education campus Chobham Academy for students aged 3-19, a state-of-the-art medical centre and over 30 independent shops, cafes and restaurants. Visit eastvillagelondon.co.uk to find out more