

How commercial health clubs can help in Nevada's battle of the bulge.

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EXHIBIT C

Committee Name **OBESITY**

Document consists of **10 Slides**



Entire document provided.



Due to size limitations, pages _____ provided. A

copy of the complete document is available through the Research Library
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Meeting Date: **3-22-04**

Thank you on behalf of Las Vegas Athletic Clubs and the health and fitness industry.



A few Undeniable Truths

- ✓ No Carbon, No Life (as we know it).
- ✓ Summer in Las Vegas is pretty **hot**.
- ✓ Exercise and eating less is the **only** healthy way lose weight and keep it off.

Nevada resident Maurice Clay

Before



Height:	5'11"
Weight:	305 lbs.
Age:	35 years
Diet:	Fast food
Exercise:	Rare & Uninspired

2001

Nevada resident Maurice Clay

After



Height:	5'11"
Weight:	205 lbs.
Age:	36 years
Diet:	Lean & Green
Exercise:	Frequently & with Intensity

2002

Healthy Nevada resident and health club member, Maurice Clay.

2001



*What made him
decide to
change?*

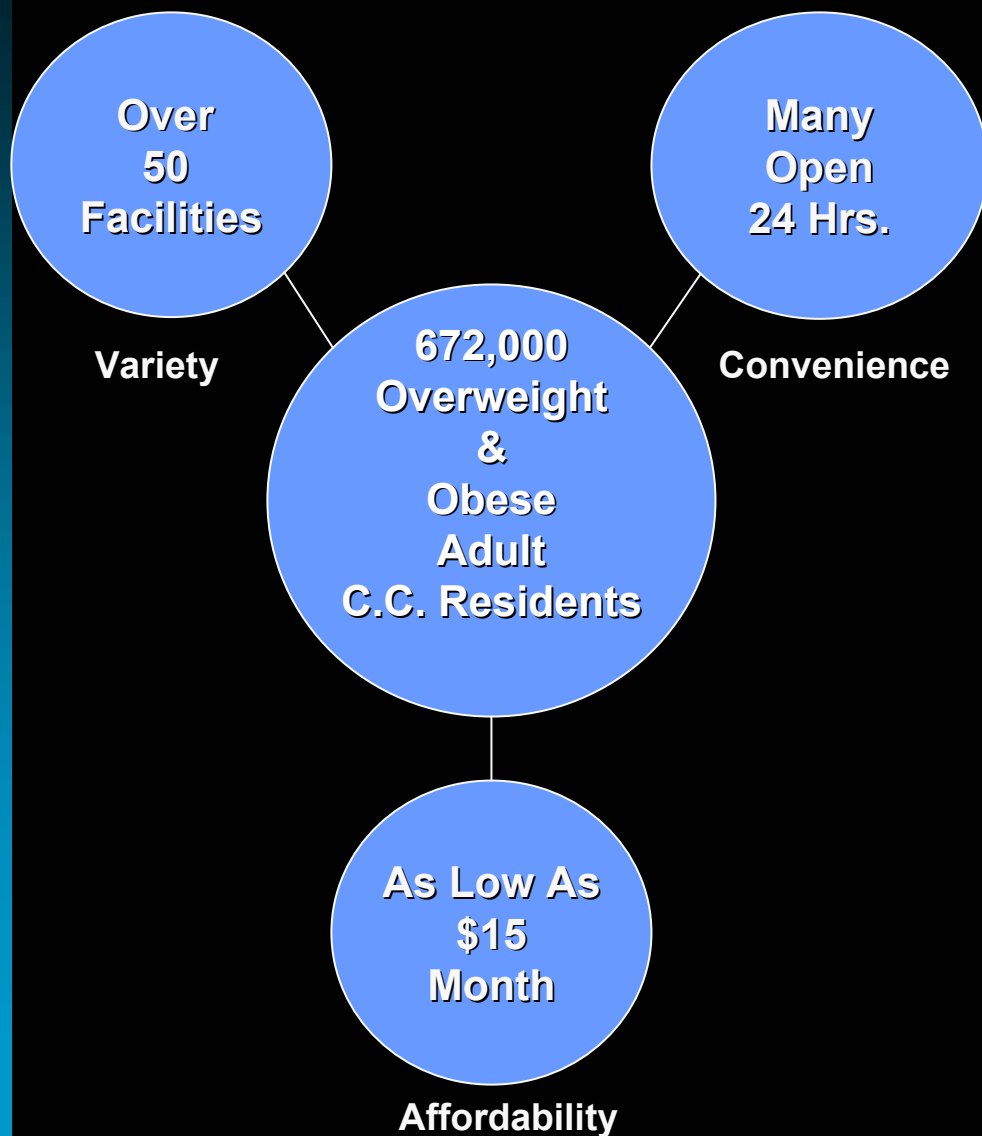
*He was told by a
fellow member
that he could do
it if he really
wanted to.*

*Then, using
common sense,
character,
discipline and
patience, over
the next 12 mos.
he did it.*

2002



Access to Health Clubs in Clark County



- **Lots of choices.**
- **Always open.**
- **Very Affordable, especially compared to doctor visits, hospital stays, surgery & prescription medication.**
- **Services include modalities to lower risk of 4 of the 5 top U.S. killers.**
- **Walking indoors on a treadmill is much safer than walking outside.**

A Call to Action by Health Clubs

- **Activate Yourself**
 - **Walk on our treadmills.**
 - **Let a trainer start you slowly & help you progress gradually.**
 - **Work out for 10 minutes, take a break & repeat 3 times.**
 - **Classes, Swimming, Weights, Bikes & more. Health Clubs offer incomparable variety.**
 - **Many clubs are open 24/7/365. We want you there as often as possible.**
 - **Most clubs have family memberships and childcare facilities, making them convenient and family oriented.**
 - **As the Surgeon General says in his Call To Action: "Make Fitness a Priority...COMMIT TO IT."**

Getting to and maintaining a healthy weight requires a 4-pronged approach.

- EAT LESS FOOD.
- EAT BETTER FOOD.
- GET MOVING.
- BE PATEINT!

Finally

Thank you.