



JuggleFit LLC Press Kit

For Media inquiries, contact:

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JuggleFit Founder Heather Wolf

Heather Wolf is an ACE-certified personal trainer and group fitness instructor who has appeared on national and regional television networks such as Fox News (Fox & Friends), CBS, and the CW. Heather produced and starred in the Juggle Your Way to Fitness DVDs, the first ever to offer juggling instruction in a fitness format. She has taught thousands of people of all fitness levels in JuggleFit® classes and workshops, and is recognized for her simple teaching methods and ability to get students juggling within minutes.



Having worked several office jobs during her career, Heather relates to the difficulty of fitting exercise and healthy eating into a busy lifestyle. She enjoys coming up with ways to make this easier for all, and has created innovative health and fitness products such as the Cardio in a Box™ office fitness accessory and the Shake a Snack healthy eating app for iPhone® and iPod® touch.

Heather traveled across the U.S. while working for the Ringling Brothers and Barnum & Bailey circus as a musician, and currently calls the beach her home in Pensacola, FL. In her free time, Heather enjoys volunteering her services to assisted living and memory care facilities, support groups, and community events.

The JuggleFit® Story

The idea for JuggleFit® started in 2004, when Heather Wolf experienced a desire to share an exciting and versatile form of exercise she had learned while touring as a musician for the Ringling Bros. and Barnum & Bailey circus - juggling. Heather quickly discovered that juggling accommodated a wide variety of fitness goals. Her students included new exercisers looking for an alternative to rigid workouts, professional athletes seeking to improve coordination and reaction time, parents looking for a way to work out with their kids, and seniors wanting to stay limber and mentally sharp. In 2008, Heather produced the Juggle Your Way to Fitness Beginner and Intermediate Level DVDs. to make juggling for fitness accessible to people everywhere.

Today, JuggleFit is about much more than juggling. It has grown into a company that offers simple solutions for integrating healthy choices into a busy life. JuggleFit helps people 'juggle' work, family, exercise and healthy eating through products and services that make fitness easily accessible, affordable and fun.

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Products & Services



JuggleFit LLC
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Fitness DVDs



Juggle Your Way to Fitness
Beginner Level
with Heather Wolf



Juggle Your Way to Fitness
Intermediate Level
with Heather Wolf

Office Fitness



Cardio in a Box™
Desktop Fitness Accessory
Classic Style



Cardio in a Box™
Desktop Fitness Accessory
Camo Style

Juggling Balls & Scarves



JuggleFit™ Balls
(set of 3)



Fitness Squares™
(set of 3)

Family & Teacher Packs

Various combo packs of DVDs, scarves, balls for teachers, families and homeschoolers.

Apps

For iPhone® and iPod® touch



Shake a Snack



JuggleFit Tracker

Live Classes & Workshops

JuggleFit LLC offers classes and workshops on office fitness, juggling for fitness, and how to fit exercise into a busy schedule.

- Live, hands-on instruction and demonstration.
- Information body and brain benefits of exercises.
- Offered on-site at customer location.
- Customized to fit the needs of customer's organization or event.

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Juggling for Fitness - Fast Facts

Juggling Is Easier Than Riding A Bike

Contrary to popular belief, juggling is relatively easy to learn. Juggling is even easier and safer than riding a bike. When learning from JuggleFit® DVDs and classes, most people can learn to juggle in 15 minutes or less. Many JuggleFit® customers have remarked that, while others have attempted to teach them to juggle, they could never get it. These same people learned to juggle in less than 5 minutes from JuggleFit®.

JuggleFit® starts exercisers off juggling with scarves, which move slowly through the air and are easy to catch because of their large surface area. This enables one to experience the juggling pattern in slow motion, making it a cinch to move on to juggling with balls. As JuggleFit instructor Heather Wolf explains, "If you can juggle with balls, then you can definitely juggle with balls it just takes more practice!"

Juggling Has Been Shown to Increase Gray Matter in the Brain

A study published in Nature Magazine (Dec. 2006) found that juggling increased the amount of gray matter in the brain. Participants in the study were divided into two groups and studied for a period of three months. The group that juggled showed increased levels of gray matter in their brains. The gray matter levels of the group that did not juggle remained the same.

Another study published in PLoS One Science Journal (July 2008), found that learning to juggle changed participants' brains in one week, increasing gray matter in the motion sensitive area of the brain.

People Who Consider Themselves Uncoordinated Can Learn to Juggle

Much to their surprise, JuggleFit® customers who thought they were too uncoordinated to learn are now juggling. In fact, JuggleFit® has found that these are usually the people that are getting the most throws and catches by the end of a JuggleFit class.

FAQs

Is juggling really exercise?

Most definitely yes! Juggling is body and brain exercise at the same time. Here are just a few ways that juggling is exercise:

Body

- Burns 280 calories per hour
- Tones upper body & strengthens core
- Improves balance & coordination
- Relieves physical stress

Brain

- Increases gray matter
- Sharpens focus and concentration
- Clears the mind, relieving mental stress

What if I'm uncoordinated?

No matter how uncoordinated you are, you can still learn to juggle. Everyone looks uncoordinated when they first learn to juggle since this is a new movement pattern for the body. This is one of the reasons juggling is good for you -- it improves your coordination while challenging your body and mind in new ways.

How long does it take to learn to juggle?

Through JuggleFit® classes and DVDs, most people can learn to juggle with JuggleFit® scarves in 15 minutes or less.

Some people take longer to learn to juggle than others. All this means is that you are exercising your brain and body connection even more, becoming more coordinated with each throw, and mentally sharper with each catch.

What's different about learning to juggle from JuggleFit® than from someone else?

JuggleFit® students pick up juggling quicker than through other methods, as reported by actual testimonials. Having taught thousands to juggle, Heather Wolf knows how to identify common stumbling blocks and correct them. These troubleshooting tips are included in the JuggleFit® DVDs. Students have also remarked how confident Heather is in her students' ability to learn, encouraging them each step of the way.

Testimonials

"I am practicing with scarves everyday and I laugh so much I can't see the scarves! I already feel the mental boost that I get from the physical activity and laughing!"

Lynn Marie Price
Early Steps
Children's Medical Services
Florida Department of Health

Candace Segar
Island Times

"The thing that really amazed me was the exercise factor...I could feel the effects in my shoulders and arms...The best part of all was the immense satisfaction I felt when I juggled three balls."

"What a workout! I jog alot, but do little towards upper body and core strength exercise. Juggling is a simple way to get a workout in a non-strenuous way."

Larry Waszink
Florida Department of Health

Bridget Fluegge
Director of Technology
Episcopal Day School

"Wow!"

"Your technique worked so well. I am still amazed that you taught me to juggle in less than 10 minutes!"

Christine Tso, CPA, CFE

CeCe Edwards

"It [juggling] was always something I wanted to do. I was surprised that it was so easy to learn!"

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