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PRESS RELEASE

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CRMC WELLNESS CENTER CELEBRATES ITS ONE MILLIONTH VISITOR!

At 1:00 p.m. on Sunday, December 15, Mary Letsche of Cherokee arrived at the CRMC Wellness Center with the goal of putting in some good miles on the treadmill. She quickly found out, however, that this was not just an ordinary visit to the facility. She was the winner of a bag full of goodies and six personal training sessions for being the lucky 1,000,000th customer!

The CRMC Wellness Center opened its doors on October 7, 2002 and has remained a popular stop for many residents of Cherokee and the surrounding communities, including Letsche. She has been a faithful member since the facility opened over eleven years ago and typically uses the facility at least 3-4 days a week throughout the winter months.

“I think the Wellness Center is a great thing for the community. There is something for people of all ages and there is no question that exercise is very beneficial, both from a physical and mental standpoint,” said Letsche.

She has taken advantage of the various amenities over the years including fitness classes, the pool (especially when her kids were younger), and of course the cardiovascular and weight equipment upstairs. In fact, Letsche is currently training for the Charleston, SC, half marathon in January that she will be running with her daughter, Elisabeth.

“This is not our first half marathon, but I obviously need to train for the race,” explained Letsche. “During December in Iowa it is hard to train outdoors so I am thankful for the treadmills at the Wellness Center. I can still get in my training miles regardless of the weather outside.”

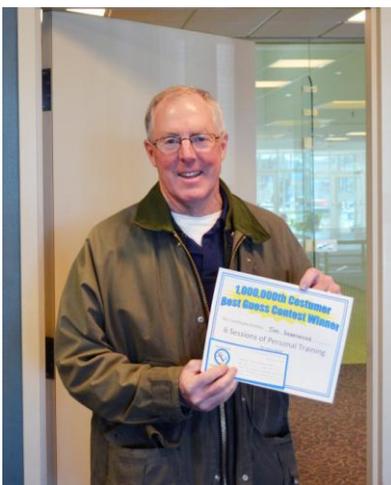
It is members like these that make it a pleasure for Matt Hoskinson, manager of the CRMC Wellness Center, to come to work each day. “We see a wide range of people who use the facility – from the regulars like Mary, who hardly miss a workout, to the visitors who purchase day passes, to everyone in between, and our visitors are rarely in a bad mood,” said Hoskinson.

“It is great to hit such a milestone in a little over 11 years of operation. Amazingly, we have had one million visitors and the building looks almost as good as the day it opened,” said Hoskinson. He attributes this to the great members the Wellness Center has had over the years. According to Hoskinson, the membership base takes as tremendous sense of pride and ownership in the facility.

“It has been a great run on the path to reaching one million visitors,” added Hoskinson. “With the community’s continued support, we look forward to reaching our next milestone.”



Picture 1- Mary Letsche of Cherokee was congratulated by Matt Hoskinson, manager, when she became the 1,000,000th visitor at the CRMC Wellness Center. Letsche received a goodie bag and six free personal training sessions for being the lucky visitor.



Picture 2- Tim Greenwood of Cherokee was also glad to hear that the 1,000,000th visitor came on December 15th. He guessed the occurrence within the hour that it took place. For his superior prognosticating skills, Greenwood received six free personal training sessions, compliments of the CRMC Wellness Center.