

April 2007 Newsletter

Feature: Spring into Spring without Strain!!

Expansion: Collingwood

Referral program: list all services

Greetings Readers, you are in for a treat with all this fair weather!! But as we head into the warmer temperatures and take our activities outside we want to avoid the pitfalls of injuries. This season's feature article is about the top two injuries you get with outdoor exercise. Train by Trina is here to be a resource to you to reach, teach and educate you on health and fitness issues and prevent you from making crucial mistakes within your athletic endeavors. I always love to hear from you: share your comments, questions and concerns. What is important to you? trina@trainbytrina.com

Train by Trina has exciting expansion news and value added offers for you, the customer. FREE is a great word!! One of our customer service initiatives is to offer free service for referrals.



Spring into Spring without Strain

It is that time of year where we make the transition from indoor activities to out-of-doors. We are going to look at two of the most common spring injuries.

The #1 injury as you move into spring is “the rolling of the ankle” more formerly known as Ankle Sprain/Strain. Sprain is when you pull the ligament that attaches bone to bone. Strain is when you actually pull the muscles around your ankle joint. Of course there are varying degrees of each.



The warm weather inspires the fair weather running to get a move on outdoors, but with the uneven ground, curbs and increased compression compared to running on the treadmill, runners should tread carefully! Going “over” on your ankle can mean something as simple as slight pain or as serious as needing real medical attention – potentially surgery to re-attach the tendon or ligament.

The best cure for ankle injuries is prevention; and the way to do that is to increase your ability to balance. Simple exercises such as balancing on a wobble board or Bosu are great tools. If you don’t have access to that equipment just balance on one leg with your eyes closed. That is a challenge in itself.

The #2 most common injury, when people make the transition from indoor to outdoor activities, is shin splints or anterior compartment syndrome. People go full tilt ahead and pound the pavement, walking/running all over town on the first day out. Some may even have the same shoes as they did when they tried to take on Toronto three years ago. They just aren’t doing themselves a favour this way.

Prevention of shin splints requires easing into activities. Simply start with 15min if you have done no activity all winter. You may want to go for more but work up to it and your legs will thank you. If you have been running/walking indoors over the winter it is beneficial for you to decrease the length of your activity by a $\frac{1}{4}$ then add on to it by 2-4 mins each week to compensate for the colder-than-indoor temperatures and the harder terrain. Always keep in mind that if you feel pain in your shins you should stop your activity right away. Once you are back inside and have stretched, ice them for 10min.

Take care and enjoy your new outdoor playground.

Expansion to Collingwood

Train by Trina is growing and has expanded out of the GTA and into Collingwood. Erin Westover is the Train by Trina representative there. Please read about Erin on our bio page.

Erin Westover - Collingwood Trainer



"I am a Can-fit Pro certified Personal Trainer as well as a Nutrition and Wellness Specialist. I've always been passionate about dance because it can be so much fun but also requires great muscular conditioning. I currently teach cardio hip-hop dance in Collingwood. I was a competitive Irish dancer, trained in Ballet, Modern, Highland, Hip-hop, and Ballroom dance. I am pursuing my Fitness instructor specialist course, and hope to complete my Yoga instructors in the near future. I am always furthering my education in health and fitness. This is my passion and my career.

It is a very rewarding experience to help individuals improve their quality of life. I look forward to working with anyone who is willing to set goals toward a healthier state of being."

New Referral Program and New Products

Speaking of expanding, Train by Trina is always looking for new ways to fill our mandate *to reach, teach, and educate thousands of people on how to live a health lifestyle through activity*. Currently **you**, our customers, are our number one way of doing that, and we want to thank you. Therefore we have developed a referral bonus program on all of our services. Below are only two of our latest service offerings.

Everyone loves free stuff!! Seeing as you have experienced *Train by Trina* services first-hand, we hope that you would pass on the good word to your

friends and family, and in return we'll provide some wonderful, healthy rewards.

Currently we are looking to meet property managers of Condo corporations to expand our already developed business of Condo gym management and group exercise programs within these facilities. If you know of a property manager, or live in a building that has one, we would love to hear from you. Just for sending an email with their contact information you will receive a voucher for Kashi All Natural Products <http://www.kashi.com/> that you can redeem at your local grocery store.

Train by Trina has just launched a NEW Corporate 10min Stretch Break program with the University Health Network. Our Stats show increases in employee morale and mental alertness throughout the day by having a *Train by Trina* Stretch. By directing us to your company's Human Resource manager, we can deliver this great service to your office too. What will you get out of this? By sending *Train by Trina* your HR director's information you will receive a free Trina by Trina fitness assessment and Kashi <http://www.kashi.com/> products. What a great kick start into spring.

And here's the real BONUS! If any of the above referrals turn into my clients, I'll give you 5 free personal training sessions!! A value of over \$400.00.

Thank you all for reading, please do send me your referrals, feedback and questions. Until next month, enjoy spring!

Trina