

Virgin Active Health Clubs drum up some fun in the New Year



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Press Release Summary: Virgin Active Health Clubs set to start off the New Year with a bang, a slam and a beat with the launch of Drums Alive in the UK



Press Release Body: 2008 is set to start off with a bang, a slam and a beat as **Virgin Active** exclusively launches the sensational new fitness trend, **Drums Alive**, to the UK.

Originally developed by US born **Carrie Ekins**, [Drums Alive](#) has already proved popular in the States and Japan, and **Virgin Active** feel that this innovative fitness concept which introduces a whole body and mind workout, not to mention an incredible feel-good factor, will prove the ideal workout to ease members into a new fitness and wellness lifestyle.

[Virgin Active Health Clubs](#) are always looking for motivational [exercise innovations](#) classes to complement their existing **Power Plate, BOSU Ballast Ball, Hulaerobics, yoga, Pilates and V-Cycle** in order to get members enthusiastic about fitness and general well-being, and feel that the **Drums Alive** classes will be perfect for those trying to beat the calories as well as toning the upper and lower body.

Drums Alive is a unique sensory-motor program that is designed to give the mind and body instant feedback through continuous movement and rhythmical flow. **Drums Alive** induces captivating rhythms together with mind training, eye coordination and body-toning beats. High-energy, bold and fun, it gets dozens of people together to drum their troubles (and calories) away on a core stability ball. As a participant, there is far more to this innovative new concept than meets the eye. Not only is it a fun programme, but **Drums Alive** has many physical and psychological benefits as well. It increases the heart rate and blood circulation just like an aerobic work out. In addition, there are many subtle benefits as it eases away stress and tension as well as encouraging the mind to stay active whilst working out the entire body.

Burning at least 150 calories in just one beginners' 20-minute session (more advanced classes will be available at selected clubs), **Drums Alive** is an aerobic workout for both arms and legs increasing calorie burn as well as toning the upper and lower body.

Virgin Active believe that, especially for those new to the gym, **Drums Alive** is an ideal workout to ease into a new fitness and wellness lifestyle. Unlike pounding away on the treadmill, those who have tried **Drums Alive** frequently comment on how they forget that they are working out as they get caught up in the energetic atmosphere.

About Virgin Active Health Clubs
Virgin Active Health is a well respected global brand which currently has more than 900,000 members across [170 health clubs](#), with more clubs planned for opening throughout Europe during the next few years.

Virgin Active are passionate about exercise and wellness and strive to offer world-class facilities that include state-of-the-art cardiovascular equipment, toning circuits, free weights, swimming pools, indoor cycling studios, aerobic studios, and junior care facilities, to help members achieve their exercise goals in a fun and motivated environment.

Web Site: <http://www.virginactive.co.uk/VA/Content.aspx>

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