

Totally Fitness gives climate change a good work out by going Carbon Zero



Released on: February 12, 2008, 3:42 am

Press Release Author: [Totally Fitness](#)

Industry: [Environment](#)

Press Release Summary: Totally Fitness announces that it is giving carbon dioxide a good work by offsetting its emissions to go Carbon Zero

Press Release Body: The UK's leading gym and fitness equipment retailer **Totally Fitness** has given carbon dioxide a good work out after announcing that it is to offset its emissions and **go Carbon Zero**.

[Totally Fitness](#), whose clients include a host of celebrities, is working with **[co2balance.com](#)** to calculate their '**carbon footprint**' (the amount of carbon the company produces), to take action to reduce their emissions, and then offset the remaining amount, in order to **go Carbon Zero**.

Announcing their move towards becoming **Carbon Zero**, **Emma Peoples from Totally Fitness** said it is vital that companies take steps to minimise their impact on the environment in order to create a sustainable future. *"We all leave an impression on the environment, and it is up to companies to take action to make it a positive*

*impression, rather than negative, and that is why **Totally Fitness** has taken this decision to **go Carbon Zero**", said Emma.*

As the leading supplier of [exercise equipment](#), **Totally Fitness** provide [fitness apparatus](#) to a variety of clients, from stars such as Julia Roberts, Jim Carrey and Nicolas Cage, to hotels and hospitals, and Peoples believes that clients are becoming more environmentally mindful in their purchases. *"In addition to top quality fitness products, people want to buy equipment from companies that are proactive in looking after the environment, and so we are delighted to be able to offer this to our clients through our new **Carbon Zero status**", commented Emma.*

co2balance.com offers several ways to offset a company's carbon footprints and help make them become '**Carbon Zero**'; through energy efficiency projects in Kenya, renewable energy projects in East Africa and through tree planting (as trees absorb carbon) in various locations throughout Europe.

Suzanne Longworth, from co2balance.com said: *"The **co2balance** philosophy is based on minimisation of energy use and reduction of the **Carbon Footprint** before offsetting. All our projects are truly additional, in that they would not otherwise have occurred but for the investment of the funds from our offsetting clients like **Totally Fitness**. This ensures that their move in **becoming Carbon Zero** results in clear and direct action in reducing carbon dioxide".*

- ENDS -

Notes to Editors:

About **Totally** **Fitness:**
Totally Fitness began life in 1997 trading as Rent To Be Fit, a business specialising in the rental of [fitness equipment](#) to the consumer and hotel market. It soon established a reputation in the industry for providing a highly responsive and flexible service.

Totally Fitness now has an enviable portfolio of private and corporate clients. Stars such as Julia Roberts, Andre Agassi and Jim Carrey have been clients of **Totally Fitness** since the beginning and the list of celebrity clients continues to grow. Corporate clients range from the capitals most prominent property developers, hotels, schools and hospitals to the Metropolitan Police.

About **co2balance** **Ltd:**
co2balance's aim is to provide a simple, practical and cost-effective way for individuals and businesses to reduce their 'carbon footprint' and then balance their unavoidable carbon dioxide emissions through investment in woodland planting and energy efficiency. After providing advice on carbon reduction, **co2balance** will arrange to offset the residual CO2 emissions.

For further PR information - including a range of images and pictures - please contact:
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Interviews with co2balance Director, Mark Simpson, can be arranged by phoning 07733 313533.

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