



2470 S. Cherry Ave  
Fresno, CA USA 93706-5004  
Tel. 1(800) 888.7009 / 1(559) 256.8000  
Fax: 1(559). 256.8100

## Press Release

FOR IMMEDIATE RELEASE:

### **KEISER CORPORATION AND HEART ZONES CYCLING PARTNER TO EXPAND ON EDUCATION**

**Fresno, CA**- Monday, February 1, 2010 Keiser Corporation and Sally Edwards of Heart Zones Cycling, will partner to expand on education and continuing education knowledge. Together they will offer cyclists additional training and educational courses.

Keiser produces the award winning M3 Indoor Cycle, and the new M5 Strider. M Series cardio equipment blends cutting edge design with Keiser's innovative magnetic resistance system. Experience the ride of your life, or find your stride with M Series by Keiser.

As well as offering an innovative product for its cyclists, Keiser offers a variety of beneficial educational courses to instructors such as, the M3 and M5 Foundations courses, and specialized modules including Data, Empowerment, Stable, Geared Up, One-to-One, Extend, and Power.

Heart Zones Cycling is the applications of HZT, Heart Zones Training to indoor and outdoor cycling. Heart Zones Cycling certifies indoor cycling instructors in cardio-training on an indoor cycle, and provides health clubs and others with the Heart Zones Cycling club programs. Heart rate training and power cycling programs are available.

The company runs live and web events including seminars, workshops, certifications, and conferences to train fitness enthusiasts, healthcare workers, fitness professionals, teachers, and weight management specialists.

Become an avid cyclist by completing any of the above listed courses. All courses are beneficial and key to offering participants an unforgettable ride of your life experience. Keiser and Heart Zones Cycling hope that you will take this opportunity to enhance and expand your knowledge base with the advanced education that we are offering your facility.

For questions or to plan and enroll in one of the courses please contact one of the following:

Breanne Loyd, Bike Training - 1(800) 888.7009 / [bikettraining@keiser.com](mailto:bikettraining@keiser.com)

Jared Jurcak, Creative/Marketing - 1(800) 888.7009 / [jaredj@keiser.com](mailto:jaredj@keiser.com)

~ End ~