

FITNESS BUSINESS

NEWS

THE BUSINESS NEWSPAPER DEDICATED TO INDUSTRY GROWTH

Volume 1, Number 5 • August 2007

Rowing instruction classes backed by ACE, AFAA

WARREN, R.I. – A professional education program for rowing instructors has been accredited by the American Council on Exercise and the Aerobics and Fitness Association of America.

The training program is run by WaterRower, a designer and manufacturer of rowers for use in fitness facilities.

The program offers fitness instructors training designed to increase their knowledge of the benefits of rowing and enable them to teach indoor rowing classes. Instructors who complete the company's WaterCoach Professional program will be eligible to teach WaterCrew – an indoor group-rowing program that simulates on-water crew rowing.

"Accreditation by ACE and AFAA lends credibility to rowing as an indoor fitness activity," said Jill Lancaster, a master instructor at WaterRower. "The fitness benefits from rowing have long been recognized. No other activity produces full-body results in such a non-invasive, smooth and low-impact fashion. Now, health clubs and fitness facilities will be able to build their instructors' skill sets and expand their suite of offerings to help attract

and retain members by offering something new and different."

The WaterCoach program encompasses two levels of instruction. Level one is an online course designed to introduce the trainer to rowing and its numerous physiological benefits. It also covers training methods and programs used by professional rowers. Trainers who complete this course, which should take approximately four hours, will be awarded .4 continuing education credits by ACE.

The level one training is a prerequisite for the second-level class, which consists of a half-day workshop emphasizing the mechanics, form and technique of rowing. It prepares the trainer to teach rowing and facilitate rowing exercise programs, and is worth .3 credits from ACE and 2 credits from AFAA.

"With more than 5 million Americans using them, indoor rowing machines have been the unsung heroes of cardio fitness," said Lancaster. "Rowing works the upper and lower body at the same time. It is one of the most effective ways to tone muscles and burn fat."

More information on the training programs is available at waterrower.com or by calling 800-852-2210. **FBN**