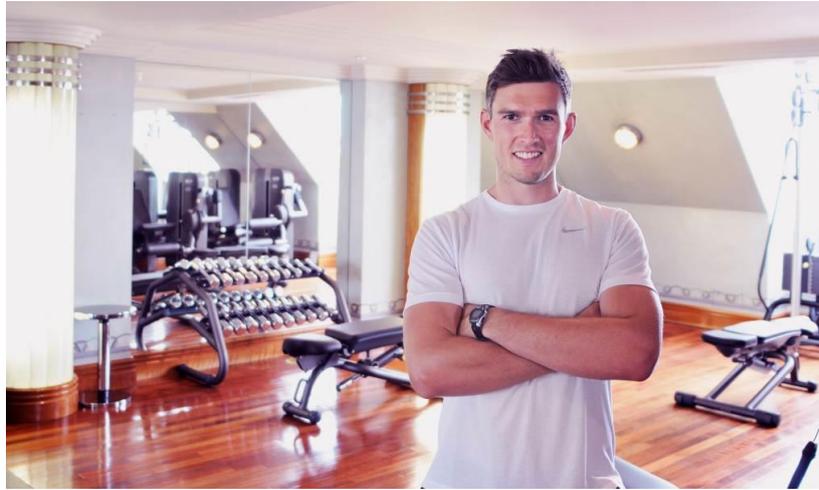




CLARIDGE'S



Freedom2Train in residence at Claridge's Gym

Claridge's, the landmark Mayfair hotel has appointed its first 'Personal trainer in Residence' with the arrival of Freedom2Train, the fitness brand founded by elite personal trainer and nutritional expert Steve Mellor.

Steve and his expert team of trainers will be based in Claridge's Gym on the sixth floor of the hotel with its art deco inspired design and panoramic views over the rooftops of London. The world class team of professional coaches will pioneer a new level of workout regime aiming to create not only impossibly lean, toned and strong physiques but also building unparalleled levels of fitness and stamina.

The state of the art gym at Claridge's, complete with Technogym equipment, will be home to the Freedom2Train method: a unique and effective blueprint which fuses the elements of HIIT, MetCon, Tabata with Yoga and Crossfit. Every session is tailor-made for each client's needs and goals and Freedom2Train has been credited with delivering 'life changing results' and 'training perfection'.

Paul Jackson, Claridge's General Manager said: 'We are excited to bring a new level of vitality and energy to Claridge's Gym as part of our efforts to improve the health and fitness experience for our guests. Wellbeing and fitness is increasingly a key part of our guest's daily regime and even more so when they travel and have to be at their peak levels of performance. We believe Steve and his trainers will help our members and guests perform at their optimum levels and give them a competitive edge!'

As well as offering fitness expertise in the Gym, Steve and his team will be holding 1-2-1 and group sessions within the gym as well as working with Claridge's Executive Chef Martyn Nail to develop bespoke nutritional programmes. The Freedom2Train experience at Claridge's will include many special touches, from pre / post session booster drinks to a lunchtime takeaway super salad all in Claridge's trademark Chevron livery.

1-2-1 PT sessions and packages start at £95 an hour.

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ABOUT CLARIDGE'S

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco jewel, and home to breath-taking rooms and suites. From London's finest afternoon tea in the Foyer to vintage champagnes and rare spirits at Claridge's Bar, all are part of the hotel's unique splendour and charm.

ABOUT STEVE MELLOR & FREEDOM2TRAIN

Steve Mellor founded Freedom2Train in 2011. Prior to this, he gained a BSc in Sports Science from the University of Leeds before advancing his studies at the prestigious Loughborough University where he obtained his MSc. Steve has worked in the competitive fitness industry for over 10 years as an advanced personal trainer and his extensive client list has ranged from Arctic explorers, Olympians, marathon runners and professional athletes (increasing endurance, performance and strength) to pre-and-post natal mothers, blue chip business leaders, models, actors and models and high profile members of the UK media (developing weight loss programmes alongside increasing fitness levels and muscle tone). His far-reaching influence allows him and his team of personal trainers to train all of their clients like athletes and get the most desired, inspirational and long-term results which speak for themselves. The Freedom2Train ethos is an integrated approach and a bespoke methodology to each client which brings into account nutrition, physiological and lifestyle. An elite rower with international competitive experience Steve is also a veteran marathon runner who is competing in the Marathon Des Sable in 2014. Steve is the fitness expert for Harpers Bazaar and was recently 'Highly Commended' in the Tatler Gym awards. 'Steve is a miracle worker' says Susannah Taylor, editor in chief of GettheGloss.com.

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