

Lifestyle Coaching: Not just for Manhattanites anymore

The Benchmark Group brings NYC and L.A. style wellness coaching to T.O.

Toronto, May 27, 2003 - Empowerment. Balance. *Behaviour modification*? These new fad terms are the basis of the newest trend in personal fitness training – lifestyle coaching. Once only accessible by the high-powered, Gwyneths and Oprahs of the New York and L.A. sets, lifestyle coaching has caught on in Toronto as an essential part of a personal fitness routine.

Mark Stables, director of The Benchmark Group, a Toronto fitness and lifestyle company, is one of only two licensed wellness coaches in Canada and the only one in Toronto offering clients a combination of wellness and lifestyle coaching to complement the fitness routines he devises for them.

But *behaviour modification*? That sounds more like a trip to the psychologist's couch than part of an exercise routine.

“In a sense, that is what lifestyle coaching is. It is being able to ask the right questions to make you realize your ability to create powerful and lasting changes for your health. And once my clients realize that they can make positive changes and then stick to them – they are well on their way to becoming physically healthier and definitely, happier.”

Mark promises that his lifestyle coaching clients do not have to live off of stringy alfalfa sprouts and chalky energy shakes. Or drag themselves to the gym at ungodly hours. He promotes a perspective on health that creates balance in his clients' everyday lives.

“It's about changing your perspective and doing it one day at a time.”

Along with wellness and lifestyle coaching, the Benchmark Group offers a multi-disciplinary suite of services from nutrition and weight management, high-performance fitness training, stress management, and fitness equipment and amenity consultation. Servicing the Toronto area for the past five years, Mark Stables and his qualified staff are committed to being on the cusp of fitness innovation and achieving the best results for their clients.

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For more information, please contact:

Mark Stables

Director, The Benchmark Group

416.428.3536

info@benchmarkgroup.ca