

Press Release
September 15, 2008

FOR IMMEDIATE RELEASE
Contact: Amy Grant, 608/310-6775

New Self Fitness Director Completes Third Ironman

Madison, WI – On Sunday, September 7, Christina Dexter crossed her third Ironman finish line with a personal best time of 12:58:17. Finishing 34 out of 134 in her division, Dexter was 1104 overall, with a 59:01:00 swim, a 6:44:43 bike and a 4:58:41 run.

Fitness Director for New Self Renewal Center, Dexter competed in her first Madison Ironman in 2003 and competed in Arizona in 2006. She has completed over 100 triathlons to date and races for a variety of reasons. “Mostly I race because it gives me a goal to train for,” she explained. “I get to spend time with my friends when I train and that is what makes it fun! You can get in a lot of talk-time on a long bike ride!”

Dexter has been involved in the rehabilitation and fitness industries for over 13 years. She holds Master’s degrees in both Natural Health and Rehabilitation Counseling and is also a Level I United States of America Triathlon (USAT) Certified Triathlon Coach and an American Council on Exercise (ACE) certified Personal Trainer. In addition, she specializes in rehabilitative fitness with her undergraduate background in Physical Therapy. Dexter’s philosophy as a trainer and coach is based on the belief that you should optimize your training time by making every workout count and finding opportunities for a workout that you never knew were there.

“As a mother of three, I understand that exercising cannot always be the first priority in a healthy lifestyle so adjustments must be made accordingly,” she stated. “That’s why I place high importance on creating an inviting, educational, fun and safe atmosphere for my clients, so that health and fitness become integrated into their lives!”

New Self Renewal Center, a new facility on Madison’s west side, provides a small community that offers both fitness and rest, focusing on health and wellness for the whole person. It is designed to give people an opportunity to rejuvenate, grow and connect with others by offering fitness and nutrition training, spa services, enrichment classes and other activities for adults and children. Membership includes open use of the fitness equipment, Swedish showers and drop-off childcare, as well as special member pricing on spa products and services, personal training and café items.

The center’s Kid Corner offers excellent childcare while parents enjoy some personal time, knowing their children are in a safe learning environment nearby. “Single with Children” and “Family” memberships include complimentary childcare, plus discounted pricing on enrichment classes for children.





New Self also features a café serving custom-blended coffee, espresso, fresh bakery, delicious lunches and a variety of snacks. Offering both private space for adults and separate, safe and fun activities for children, New Self offers affordable solutions for the entire family.

Call 608/310-6775 to schedule a tour or visit www.newselfrenewal.com for more information.

###