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Published July 1, 2007
[From DeWitt-Bath Review]

Ladies Fitness moves to new location July 1

By SCOTT REES
Staff Writer

DEWITT TWP. — Technically speaking, the new location of Ladies Fitness isn't really "new" at all. It's practically in the same spot, said owner Arlene Diamond.

"It's the same location, but twice the space. We are moving into the location right behind us," she said.

Starting July 1, the popular woman's fitness center will be found in a building located behind its current home in the DeWitt Crossroads Plaza on old US 27 across from the Bob Evans restaurant.

Advertisement

Diamond has owned the business for about a year and it has grown since by leaps and bounds.

Diamond, 51, has been in the fitness industry since she was 27.

"So I feel I know what a member wants and doesn't want (in a membership). So I give them what they want," she said.

And what does the member want?

"We offer unlimited use of our facilities. We are for all ages, and all fitness levels. We offer 25 classes every week," said Diamond. "We have one-on-one personal training, one-on-one weight loss reports, and on and on and on. So we've become very popular with what we do here for a very low monthly rate."

On Aug. 4 from noon to 4 p.m., the business is holding a grand opening for its new location that will double as a fundraiser for Camp Casey, a nonprofit horseback riding program for children with cancer and their families.

Camp Casey's executive director, Molly Melamed, is an employee at the fitness center. Camp Casey, now in its fourth year of operation, was founded by Melamed when she was a sophomore at Michigan State University.

"Everyone at the gym - members, and Arlene and her husband - have been extremely involved with the organization," said Melamed. "They just wrapped their arms around me as far as helping in any way, whether it be to come support our own fundraising events or making people aware of what is going with camp programs. They have been huge advocates."

There will be several events at the grand opening/fundraising event to keep families entertained, said Diamond. There will be a Kindermusic sing-along, live music by the

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(Photo by Scott Rees | LCN) Molly Melamed (left), executive director of Camp Casey, is teaming with Ladies Fitness owner Arlene Diamond (right) during the fitness center's grand opening for its new location Aug. 4. The event will raise money for Camp Casey, a horseback riding program for children with cancer and their families.

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