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Performance Fitness Starts Skinny Jeans Challenge Monday, April 21 to Benefit Women's Center of Montgomery County

Main Line Studio Donates Fitness Challenge Participants' Loose-Fitting, Too-Large Jeans to Local Survivors of Domestic Violence; Surgeon Dr. Emily Pollard, Posh Collections' Tina Corrado Lend Support



TWEET IT! Clear mind, body, make room for health [@performfitness](https://twitter.com/performfitness). Bonus: Success=jeans for domestic abuse survivors. #mainlineskinnyjeanschallenge

WYNNEWOOD, PA, APRIL 2014—The trainers at Performance Fitness, www.PerformanceFitnessLLC.com are launching their **4-Week Skinny Jeans Challenge** on Monday, April 21, because they want to give Main Line women both a chance to connect with their neighbors, and a “second chance” at their New Year’s Resolution to get in shape.

In January, people promised themselves this would be the year they would lose weight and get in shape. Many started off strong for a few days, maybe even a few weeks. Now four months into the year, a majority have hit a wall—and all the plans for making this year their healthiest ever just slip away.

“Spring has sprung, but the buttons on our jeans don’t have to,” said Michelle Collier, owner of the mobile fitness studio available in Wynnewood, Havertown, and other parts of the Main Line. “Life happens, and can chip away at someone’s determination pretty quickly after the New Year.”

“The good news,” Collier said, “is that every day is a new chance to start fresh. You don’t need a new year, just a new day, and a new, better opportunity that includes accountability, coaching, and a proven plan.”

Participants in the 4-Week Skinny Jeans Challenge get a comprehensive package, including a 4-week membership to Performance Fitness’ rapid fat loss group exercise classes with certified personal trainers, and a metabolism accelerating nutrition program (with no dieting).

Dr. Emily Pollard, a Philadelphia plastic and reconstructive surgeon recognized for her understanding of the unique needs of women, and men, of different ethnic backgrounds, endorses Performance Fitness’ 4-Week Skinny Jeans Challenge because she values working out and making smart food choices.

"A beautiful body starts with a strong foundation. Just like there's no point in getting a facelift if your skin is in terrible shape, there's no point in having a tummy tuck if you are terribly de-conditioned and have an extreme excess in adipose [fat] tissue," Pollard said.



At the close of the 4-Week Skinny Jeans Challenge, a winner will be selected based on results achieved, and Malvern entrepreneur Tina Corrado will award the winner a gift certificate toward a pair of skinny jeans from Posh Collections. Collier and her team will also collect one pair of gently used jeans from each participant, and donate them to the Women's Center of Montgomery County. The Women's Center offers Domestic Violence Support Services, including direct assistance with locating emergency shelter, transportation, and emergency cash assistance for victims escaping an abuser.

"Domestic abuse is everyone's responsibility, and everyone can make a difference," said Maria Macaluso, Executive Director of the Women's Center of Montgomery County. "The jeans collected will go directly toward the women we serve in our seven offices around the county, because often they contact us at a moment's notice. Imagine a fire starts in your home, and suddenly you must save yourself, leaving with just the clothes on your back. Similarly, escaping an abuser requires decisive thinking amid emotions of fear, confusion, and disbelief. Neither scenario offers time to pack a suitcase."



"We're proud to partner with the Women's Center. It allows us to help women up, down, and beyond the Main Line spring-clean their closets, and their approaches toward their own fitness," said Collier. "It pales in comparison to the courage and conviction shown by the survivors of domestic violence who are bravely giving themselves a fresh start right here in Montgomery County."

With a primary focus on eliminating domestic violence and other forms of abuse, **the Women's Center of Montgomery County** is a membership organization that has been volunteer-powered since its inception in 1976, providing services which include: a 24-hour domestic violence hotline; elder abuse counseling and supportive services, individualized peer and group domestic violence counseling; telephone counseling, information and referral; legal advocacy; court and hospital accompaniment; emergency relocation funding for victims of domestic violence, education, and outreach to the community and schools. The Center's programs are administered by more than 185 trained volunteers and a paid staff of 13 full and part-time employees in seven offices throughout Montgomery County, Pennsylvania. www.wcmontco.org

Pollard Plastic Surgery is the practice led by Dr. Emily Pollard, one of Philadelphia's most respected Plastic Surgeons specializing in cosmetic and reconstructive breast surgery, body contouring, facial rejuvenation and women's health issues. She is the Chief of Plastic Surgery at Lankenau Hospital on Philadelphia's Main Line. www.epollardmd.com

Posh Collections, providing a prize to the winner of the 4-Week Skinny Jeans Challenge, offers beautiful and distinctive fashions in a comfortable boutique setting. Owner Tina Corrado's dedication to quality merchandise, designer names, and unique style has consistently earned "Best of the Main Line" status from *Main Line Today* since 2008. www.poshcollections.com

Performance Fitness, LLC, is a mobile fitness training company serving the Main Line and surrounding areas since 2005. Led by Michelle Collier, who holds multiple training and fitness certifications including kettlebell certifications from StrongFirst and the RKC, Performance Fitness features a team of fitness trainers who deliver sustainable, measurable results through group and personal options. Find Performance Fitness online at www.PerformanceFitnessLLC.com. For general information, call 610-789-0468 or email info@performancefitnessllc.com



Women's Center of Montgomery County

24 hour Toll Free Hotline: **1-800-773-2424**

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Images captions (top to bottom): Michelle Collier, owner of Main Line mobile fitness studio Performance Fitness, launches a 4-Week Skinny Jeans Challenge April 21, with participants donating their too-loose jeans to the Women's Center of Montgomery County emergency program for survivors escaping domestic violence. (Photo: Performance Fitness); Dr. Emily Pollard of Pollard Plastic Surgery will award a gift basket of skin care products to the winner of the challenge. (Photo: Pollard Plastic Surgery/Dr. Emily Pollard); Tina Corrado of Posh Collections will award a gift certificate to her boutique for the winner of the 4-Week Skinny Jeans Challenge hosted by Main Line mobile fitness studio Performance Fitness, and benefiting the Women's Center of Montgomery County. (Photo: Posh Collections/Tina Corrado)