



KettleWorx Announces National Media Tour With Ryan Shanahan

Kettlebell training is quickly emerging as a hot new fitness trend. Yet most people don't know what a kettlebell is, or how to train with one. Now the world's leading expert on kettlebell training, Ryan Shanahan, is setting out to change that.

Feb. 20, 2009 - [PRLog](#) -- KettleWorx today announced its sponsorship of Ryan Shanahan's national media tour. The goal of the tour is to generate awareness among millions of viewers that kettlebells are the ultimate fitness tool. Shanahan, creator of KettleWorx and the world's leading expert in kettlebell fitness, will be appearing on a series of television newscasts across the country.

"Kettlebell workouts are the fastest and most effective way to lose weight and tone up," said Shanahan. "But most people still don't know what a kettlebell is, or how it's used. People are excited when they learn that with KettleWorx, you'll see and feel the difference after only a few weeks - doing just three, 20-minute workouts each week."

"We're seeing more interest in kettlebells as a result of recent endorsements by athletes like Lance Armstrong and celebrities like Katherine Heigl and Penelope Cruz," said Steve Roberts, CEO of KettleWorx (<http://www.kettleworx.com>.) "But people need expert training if they are going to get the same benefits celebrities enjoy, which is why we partnered with Ryan in the creation of KettleWorx and now support his national media tour."

Ryan Shanahan has to date appeared on the CBS Early Show, on the WTXF show "Good Day Philadelphia," on KARE 11 in Minneapolis - St. Paul and most recently appeared on the KTVK Phoenix program "Good Morning Arizona" and on KNSD-TV in San Diego. Planned appearances include "AM Northwest" on KATU in Portland and with KING 5 in Seattle.

Ryan's recent appearance on KARE-11 in Minneapolis - St. Paul can be viewed here:
<http://www.youtube.com/watch?v=IZuERoCdJwc&feature=channe...>

Ryan is a full-time personal trainer in Toronto and the developer of KettleWorx. Over the last 20 years he's played professional hockey, represented Canada at the World Duathlon Championship, completed 22 triathlons and 2 marathons. Having trained with nothing more than a 20 pound kettlebell, Ryan recently earned 2nd place at the Heavyweight Drug Free Bodybuilding Contest. For more information on Ryan, see: www.energyflow.tv

For more information on the KettleWorx fitness program, and to learn how you can receive a **FREE KettleWorx kettlebell**, visit: <http://www.kettleWorx.com>.

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About KettleWorx: KettleWorx is the global leader in kettlebell fitness and offers a complete kettlebell training program on DVD for home use. Each 20-minute KettleWorx workout includes complete cardio, core and resistance training - for three times the benefit in one-third the time. Designed to emulate a true

personal trainer experience, KettleWorx is appropriate for men and women of any fitness level. Users are led through a series of gradually more challenging workouts that comprise the “Six Week Body Transformation.”

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