



## **Think Losing Weight as Quickly as Possible Is the Smart Thing To Do? GrooveAnywhere's Ariel Friedman Wants You to Think Outside the Box.**

**APRIL 19, 2013**—If you ask Connecticut's newest professional fitness instructor what she wants for her clients more than anything else, don't be surprised if it has little to do with perfect bodies or even losing a lot of weight. That's because Ariel Friedman, the entrepreneur behind GrooveAnywhere, believes that what's far more important for overall health and happiness is inner balance and a positive self-image. Only after that, she says, does gaining muscle, losing fat, improving posture and looking better become an achievable goal.

“You want to turn into an Adonis in about a week? Then GrooveAnywhere isn't for you,” asserts the New York City transplant, who has been professionally involved with fitness for more than 15 years. “My goal is to help people make small, healthy changes that they can then integrate into their daily lives. My new company, GrooveAnywhere, is not a quick-fix program. It's a series of classroom and online sessions geared to help real people, who live in real-life situations, and have real-life challenges, make real progress.”

And that's why Friedman's GrooveAnywhere is considered one of the most unique, exciting and relevant new entrepreneurial ventures in all of central Connecticut.

GrooveAnywhere holds classes at various locations throughout the region and provides mobile workouts so that people can have access to Friedman's inspiring, non-intimidating and effective methods no matter where they are or how much time they have. The company even posts a blog so that members can interact with one another. The availability of a support network of people who have similar challenges and goals has proven to be very effective in motivating clients to making positive changes.

“Tackling big goals requires small actions,” Friedman says. “Knowing that you’re not the only person in the world who has unsuccessfully tried a million times to get healthier and more fit is a key element for success.”

Much of the fitness industry focuses solely on weight loss. GrooveAnywhere provides action-oriented solutions to physical issues through manageable workouts, meal suggestions, access to experts, peer support and yes, heart-pounding, blood-pumping workouts, either in the studio or online. Studio classes run between 45 and 60 minutes and concentrate on alternating moves that can accommodate any fitness level. She calls it C3, which stands for Get Cut, Build Cardio, and Strengthen Core. Online sessions can be individually tailored even for those who can only devote a few minutes a day to the effort.

“It’s heartbreaking to see so many people trying to address their fitness and body image wishes with dramatic, so-called miraculous solutions. That *never* works. What works are small changes, emotional support, anywhere/anytime access to workouts, and personalized levels of activity. You want a quick fix? Go somewhere else. You want real progress? We’re right here. GrooveAnywhere clients are amazed at how their bodies respond when they finally learn the right way to do cardio and related exercises. They build muscle, lose fat, improve their posture, gain flexibility, develop confidence and walk away with an invaluable sense of accomplishment.”

Friedman, who holds an MBA from New York University, is also a professional marketing consultant, a skill that comes in handy now that she has embarked on an effort to market her ‘outside-the-box’ fitness regimen. “I’m teaching people that they should forget about wanting a perfect body right away and learn how to accept, use and slowly modify the one they’ve got. It works. Let’s do it.”

*GrooveAnywhere, founded by Ariel Friedman in 2013, can be reached at 860.990.9829, by email at info@grooveanywhere.com, or on the web at <http://GrooveAnywhere.com>. Events are held at such locations as Fit Body Studio in Avon, Blue Sky Fitness in Newington and Bliss Dance Studio in Southington. Call for more information about onsite classes and online access. GrooveAnywhere is also on Facebook, Twitter and Pinterest.*