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**Get Schooled: BLAST900 Educates and Provides Tools for a Healthy Life**

*Fitness Studio Goes Beyond the Workout with Newly Launched Healthy Life Campaign*

**ATLANTA** — [BLAST900](#), a cutting-edge fitness studio where participants can burn as many as 900 calories per one-hour session, is not your typical workout facility. In fact, it's vision plays out well beyond the workout and into educating its BLASTERS on all aspects of living a healthy lifestyle.

According to Founder Missi Wolf, there's no one place where someone can go to get everything they need to be healthy. That's why Wolf has evolved her fitness studio into a one-stop shop for health and wellness.

"Losing weight is icing on the cake," said BLAST900 founder Missi Wolf, "What we do is focus on a whole mentality change to direct people on how to lead healthy lifestyles."

The BLAST900 workout stresses and strengthens participants' bodies through a proprietary combination of cardiovascular conditioning on state-of-the-art treadmills, with weight training, core stability and stretching activities. And while the workout itself is a great way to stay in shape and will produce desired results, it's only a portion of the bigger picture.

BLAST900 recently launched its "BLASTProfile Program," complete with a body-age assessment, heart rate coaching and a nutritional evaluation. The body-age assessment calculates your body's "true age," as opposed to your chronological age, based on a series of tests including body-fat percentage, blood pressure, cardiovascular, strength and flexibility. The purpose of heart rate coaching is to teach people how to monitor heart rate to understand how to get the most out of each workout (i.e. endurance vs. weight loss). During the nutritional evaluation, a nutrition coach will devise a plan that analyzes food intake, creates a realistic macronutrient profile, and identifies potential obstacles (i.e. work schedule) that one may have to overcome.

Beginning Aug. 21, BLAST900 will implement nutritional coaching to supplement and help to carry out the nutritional evaluation. The one-on-one coaching by in-house nutritionist, Hillary King, will take participants through every step of an individualized nutritional plan, from creating a grocery list to preparing meals, and will hold participants accountable for following through with the plan. It's just another way BLAST900 is focused on giving its clients all the tools to be successful in leading a healthy lifestyle.

The program, when executed properly, can have a positive outcome on anyone, regardless of age or health condition. Take Carla Mabrey for example. The 45-year-old was only 2 ½ years removed from open heart surgery when she took on the BLAST900 challenge in an effort to regain cardiovascular strength and endurance. In less than a year, she worked her way off heart medication and has a normally functioning heart because of the program. In addition, she's lost 20 pounds.

“For the first time in my life, I feel like I’m in shape,” Mabrey said. “It’s the totality of the program and a whole sense of wellbeing that’s been the difference with BLAST900.”

### **ABOUT BLAST900 THE ULTIMATE WORKOUT**

BLAST900 THE ULTIMATE WORKOUT is a revolutionary workout concept for all levels of fitness ability that utilizes a combination of muscle confusion and high intensity interval training. This new fitness concept is founded, owned and operated by Missi Wolf, an Atlanta entrepreneur and fitness enthusiast. Established in 2008, BLAST900 THE ULTIMATE WORKOUT is a one-of-a-kind program that leads participants through a highly varied exercise routine that works every major muscle group and burns an average of 900 calories in a single hour. With the help of professional fitness trainers and nutritionists, Wolf has developed the best new health and wellness program, which is now positioned for growth throughout major Southeast U.S. markets. For more information about the company and franchise opportunities, visit its [website](#).

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