

# Cambridge Group buys fitness clubs

Toronto's leading health and fitness clubs, The Fitness Institute, has been purchased by The Cambridge Group, owners of the Cambridge and Adelaide Clubs in Toronto, and the Montreal Athletic Association.

Sold by the H.J. Heinz Company of Pittsburgh, USA, the sale included The Fitness Institute's three locations at Willowdale, Mississauga, and the Toronto TD Centre.

The TD Centre site was recently voted Ontario's best health club by the IHRSA, an international health club organization. The acquisition of the Fitness Institute was made possible by the backing of Cambridge Group President Clive Caldwell, Steve Roest, and Lawrence and Company Inc of Toronto.

The company anticipates increased marketing power through its dedicated 12,000 strong members. All six locations have a history of serving executives and professionals intent on a high quality fitness setting and social environment.

The Cambridge Group has appointed Steve Roest as executive vice president and partner in The Fitness Institute. Roest's experience in the fitness industry has been as a partner and founder of Toronto's number one personal training company, Pro Fitness Personal Training Inc.

"H.J. Heinz Corporation couldn't have found a better company to take our clubs into the next decade and beyond," stated John Wildman, former President of The Fitness Institute. "Of the dozens of companies in Canada and the United States that expressed interest in purchasing The Fitness Institute, The Cambridge Group stood out above all others, for its reputation for upscale quality operations and our shared vision of the future," Wildman continued.

Founded by Lloyd Percival, a famous Canadian fitness pioneer 37 years ago, The Fitness Institute has set the standard by which clubs across North America are measured. The club prides itself on being the only chain in Canada offering a broad scope of medical and scientific based programs. Physicians on staff and medical centers associated with the club on a year round basis serve the community.