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# **NEW Grand Rapids LITE EcoTrek Series Leader: Shelly Binder** joins the EcoTrek Fitness leadership team



**Grand Rapids, MI May 14, 2011** -- EcoTrek Fitness, the locally-owned West Michigan company offering unique group outdoor workouts since May of 2006, is thrilled to welcome Kentwood resident **Shelly Binder** as **Grand Rapids LITE EcoTrek Series Leader**. Shelly established her enthusiasm for the outdoors, while growing up in small town in Northern Michigan. Her family enjoyed camping, fishing, and all sorts of water activities. She continues to camp with her husband Bob, two pooches, family and friends. She loves to walk trails, participate in 5K events, the annual Mackinaw Bridge 5 Mile Walk on Labor Day, bicycling, kayaking, and snowshoeing.

In the past many of these activities were limited because of excess weight. Shelly started a Healthy Lifestyle Journey in 2005, and by the end of 2007 had lost 150 lbs. She achieved this by changing a combination of habits, such as following a healthy nutritional plan prescribed by a licensed dietitian, finding ways to include exercise in her daily life, and getting the proper amount of sleep. Given her new lease on life, she also began kayaking and snowshoeing. She discovered and realized how important exercise is for overall health. Along the way achieving a healthy lifestyle, she found there were many others who were seeking ways to improve their lives, and did not know where to go to find classes geared to their needs. She developed a passion to want to help others to live a better life regardless of age, gender, and fitness level.

Because of this passion she decided to pursue a fitness career by taking courses on becoming a personal trainer, an important part of these courses was safe exercise guidelines, having the opportunity to have hands on fitness training guided by a professional in the industry, and passing the exam to become a certified personal trainer by the nationally recognized fitness organization American Council on Exercise (ACE). While studying to become a personal trainer, she worked as the morning manager at a health and fitness club. While at the club she trained for and became a group exercise leader of a nationwide exercise program geared

to senior citizens, sponsored by several national insurance companies. After two years at the club, she decided to start her own business "Live Fit Coach" to allow the freedom to teach group exercise in other locations. Shelly is very excited about the opportunity to be a part of the EcoTrek Fitness Team.

Shelly joins several energetic leadership professionals of EcoTrek: **Georg Schluender** leads the Traverse City Series and **Eric Clone** leads the Leelanau County Series in northern Michigan; **Laura Pung** offers sessions in the Portland, Michigan area, **Kym Matthews** leads sessions in Grandville, Wyoming, Jenison, Kentwood and Byron Center. **Heather Lake** leads sessions in Coopersville, Conklin, Marne, Ravenna and Lamont, **Terri Baumgardner** offers sessions in Rockford, Ada and Belmont areas. **Lori McCollum** leads sessions in the Muskegon area, while **Amy Miller** leads sessions the Holland and Zeeland area. The original Lakeshore Area Series is still going strong with owner & founder **Cari Draft** in Spring Lake, Grand Haven and Norton Shores. *(There is also a series in Morgantown, West Virginia led by **Linda Bise!**)*

EcoTrek sessions run 75 minutes and incorporate the elements of cardio, strength training and stretching. Each leader adds their individual spin to the workout according to the location, which is different every time. This keeps it fun and interesting -- yet effective, because EcoTrekkers will burn fat, increase lean muscle mass and improve their flexibility, all in one workout. Added bonus: in a group, you're never alone!

All schedules, costs and location information, as well as easy online sign-up, can be found on the website [www.ecotrekfitness.com](http://www.ecotrekfitness.com).



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