



# New Year's Resolution for Gay Men: Look Your Best, Feel Even Better

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*New online workout program from gay fitness expert goes beyond perfect pecs to build functional strength, flexibility, coordination, and endurance*

PR9.NET January 11, 2007 - SAN FRANCISCO – Every January, gay men around the world return to the gym in droves, vowing to get back in shape after an orgiastic holiday eating and drinking binge. And while more of them stick with the gym routine than their straight counterparts, they nevertheless often work out improperly, focusing on building the puff in their pecs rather than true functional strength.

RealJock.com (<http://www.realjock.com>) wants to help turn those good intentions into great results. The new gay fitness web site, which launched in 2006, has partnered with fitness expert Billy Polson—voted a Top 100 personal trainer by Men's Journal in 2005—to assemble an in-depth printable 12-week workout program designed to help men realize their six-pack abs fantasies while more importantly building functional strength, flexibility, coordination, and endurance.

"So many people make the mistake of just doing the same old exercises at the gym for years, but then find themselves wondering why their regular workout regimen isn't working for them," says Polson, owner of DIAKADI Body personal training gym in San Francisco. "It's not enough to start the New Year by just going to the gym and pumping iron. To get in truly great shape, you need a balanced workout program that trains your body with the functional movements it's designed to do. That's what we developed for RealJock.com."

The RealJock.com Strong and Lean workout program is comprised of daily printable workouts that include a summary of the exercise routine, brief descriptions of each exercise, and a thumbnail photo of each exercise that can all be printed and brought to the gym. Users who want more in-depth descriptions of an exercise can click on the exercise's name to link through to a more in-depth description and photos of that exercise.

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## **About RealJock.com**

RealJock.com is an online fitness community for gay men looking to connect with other men who share their interest in athletics, fitness, and sports. The site's backbone is a vibrant community of more than 30,000 members who use its search, mail, chat, and forums tools to communicate with each other on everything from sports and fitness to sex and dating to the latest gay events and news. The site offers more than 600 articles on overall fitness, strength training, cardiovascular health, sports, nutrition, health, and gay life to help users balance regular workouts with other health and fitness concerns.

## **About Catorce Communications**

A boutique communications consulting firm in San Francisco, CA.