

Curves moves to Lake Avenue

Written by Elizabeth Barrett
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New businesses added.

The owners of Curves, a women's fitness center, have not only added new features to the franchise but have added additional businesses.

Moving from 533 Ninth St. to a larger building at 1001 Lake Avenue on Oct. 1, opened up new opportunities, they said.

"We moved because we needed more room to expand," said Chantelle Krepcik, who owns the Curves franchise with daughters Brittany Jesseph and Lyndee Koch.

In addition to offering the Tikki Hut with two tanning beds that opened last Thursday, the owners plan to have a massage therapist in the building sometime in January.

Curves equipment has also been upgraded.

Krepcik said they added a stepper and computerized monitors to each machine that track a member's range of motion, heart and cardiovascular rate.

"It makes your workout more consistent and never lets you plateau out," she explained.

Weigh-ins and measurements are now done in the privacy of a room instead of in the weight room like it was done before.

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Members also have two dressing rooms and not just one bathroom in which to change clothes.

Krepcik said they plan to start a weekly weight management class in November for both Curves members and non members.

“It’s about eating right and helping with metabolism and exercise,” she said.

Jesseph and Krepcik are working on their certification to teach the class.

After the getting the building ready with new paint and interior walls for rooms, the women had a grand opening earlier this month.

Since the move, Krepcik said business has been great.

“This spot has been awesome,” she said.

Because of the location on Lake Avenue, Jesseph said many people have stopped in.

“I’ve had people from here and Cozad who didn’t know there was a Curves in Gothenburg,” she said. “It’s a much better location.

“It’s also more convenient for people who then go to other businesses.”

Krepcik said women should consider joining because it’s a way to get out and socialize.

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“You are also taking care of yourself,” she explained. “When you’re done, you’ve worked all your muscles. The equipment is designed for women.”

Members can use the machines for losing or maintaining weight or toning.

One’s health is important, Krepcik said.

“If you stay active you make things like arthritis and fibromyalgia more manageable,” she said.

Through the rest of October, the women are waiving a \$49 membership fee if new members bring in proof of a mammogram or that they’ve donated to a breast cancer foundation.

The monthly fee is \$36.

For more information or to sign up as a member, call 537-4434.

Hours for Curves and the Tikki Hut are: Monday, Wednesday, Thursday—5:30 a.m.-1 p.m. and 4-8 p.m.; Tuesday and Friday—5:30 a.m.-1 p.m. and 4-7 p.m. and Saturday, 9 a.m. until noon.

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