

FOR IMMEDIATE RELEASE

New NBC Fitness Show “STRONG” Highlights the Critical Work of Personal Trainers
NASM-certified trainer is show’s host; special offers planned for its debut and duration

Chandler, Ariz. (April 13, 2016) – An exciting new show debuts on NBC this April and the National Academy of Sports Medicine (NASM) is a part of it. Hosted by NASM-certified personal trainer and fitness celebrity [Gabby Reece](#), *STRONG* premieres on April 13. The show, which has Sylvester Stallone on-board as an executive producer, pairs 10 of America’s top trainers with 10 everyday women who want to fulfill their fitness potential.

NASM is proud to be associated with the show because the program highlights the added value a personal trainer can bring in helping others achieve their fitness goals, “Qualified personal trainers have the knowledge and skill to help clients lead healthier more active lives,” said Andrew Wyant, president of NASM. “With the help of a certified personal trainer (CPT), people are better able to overcome challenges and obstacles on their way to stronger physical and emotional health. You’ll see this on the show and at your local gyms that invest in the best certified trainers.”

By using science-based training techniques proven in the world’s top gyms and in the professional arena, NASM-certified personal trainers (CPTs) are well equipped to help clients achieve maximum results. NASM-CPTs can feel confident knowing they have the nation’s premier certification. “The trainer-client dynamic is critical. When trainers and clients work together as a team and trust one another, amazing things can happen,” said Wyant.

“Becoming a personal trainer and making a difference in people’s lives oftentimes starts with an awareness of being passionate about fitness,” said Gabby Reece, the show’s host. “Next is finding a respected program that is worthy of the investment. A NASM certification has worked out really well for me.”

NASM is celebrating the show’s premiere with a special offer. People that have contemplated the possibilities of being a personal trainer like Gabby Reece will have the perfect opportunity to start now. More details can be found here: nasmstrong.com.

STRONG premieres on NBC Wednesday, April 13 with a two-episode sneak peak immediately following *The Voice* before moving to its regular Thursday timeslot at 8 p.m./7 p.m. Central. Viewers can check their local listings so they don’t miss out. Visit <http://www.nbc.com/strong> to view the trailer and get more information.



About NASM

Since 1987, the National Academy of Sports Medicine® (NASM®) has been a global leader in providing evidence-based certifications and advanced specializations for fitness professionals. In addition to its NCCA-accredited Certified Personal Trainer (CPT) exam, NASM offers a progressive career track with access to continuing education and specializations including the Corrective Exercise Specialist (CES), Fitness Nutrition Specialist (FNS) and Performance Enhancement Specialist (PES).

Academic institutions nationwide incorporate NASM's leading fitness content into their curriculum as part of personal trainer courses (leading to CPT certification), and bachelor's and master's degree programs. The vision of NASM is to improve global health by inspiring everyone to move, eat and live better.

To learn more about NASM, visit www.nasm.org or call 1.800.460.NASM. For news, industry insight and promotions, subscribe to the latest issue of *American Fitness Magazine* and follow us on [Facebook](#) or [Twitter](#).

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