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## **Leisure trust urges east Devon to get fit before 2009**

With the temptation to curl up in front of the television too much for some people, as autumn sets in and winter approaches, one east Devon leisure provider is encouraging local residents of all ages to get 'fit b4 2009' by offering some fantastic customer savings.

Leisure East Devon (LED), a trust that manages a number of leisure facilities and swimming pools across east Devon, including Sidmouth Swimming Pool and Sidmouth, Axe Valley and Colyton Leisure Centres, has declared that October is a month of celebrations for the organisation and is inviting new customers to share in these celebrations.

October sees the official opening of the newly refurbished gym at Honiton Swimming and Leisure Centre and to coincide with this event LED has announced that the usual membership joining fee will be waived across the region for those who book an induction and sign up to become a member of any of their east Devon centres between 7 and 19 October.

"We're pleased to be able to mark our exciting October by announcing this special savings offer," said David Pagett, Chief Executive of LED.

"Traditionally, the autumn and run-up to Christmas has been a time when people prefer to hibernate and put off any thoughts about getting fit until the new year. What we want to remind everyone is that now is an ideal time to think about joining a gym to get active and improve your fitness. Getting into a new regime will be much harder if you put it off until new year resolution time – if you get active now you'll be in a much better shape to enjoy Christmas without feeling too guilty, and you can really hit the ground running in 2009.

“LED offers a range of money-saving membership options and with fantastic savings for those who join up between 7 and 19 October, there’s no better time to get started,” added Mr Pagett. “As well as superbly-equipped gyms that are staffed by friendly, well qualified exercise specialists, the centres offer a variety of sports, dance and exercise classes for children and adults. All of these activities help improve fitness levels and can be lots of fun. Some centres also offer swimming – a fantastic form of exercise for all age groups”.

To book an induction and take advantage of the special offer, and for full details on all the facilities available at LED centres across east Devon, visit [www.LEDleisure.co.uk](http://www.LEDleisure.co.uk) or call your local centres: Sidmouth Swimming Pool (01395 577057), Sidmouth Leisure Centre (01395 577679), Axe Valley Leisure Centre (01297 35235) or Colyton Leisure Centre (01297 552000).

LED is a charitable trust that operates leisure centres, parks and the Exmouth Pavilion. It employs more than 300 staff at 13 facilities.

Ends

Notes to editors:

1. Leisure East Devon Ltd was established on 1 January 2006. East Devon District Council’s leisure facilities and equipment assets are leased to it. [www.ledleisure.co.uk](http://www.ledleisure.co.uk)
2. The facilities are: Axe Valley Leisure Centre; Broadclyst Leisure Centre; Colyton Leisure Centre; Ottery St Mary Leisure Centre (Colin Tooze Sports Centre); East Devon Tennis Centre; Exmouth Swimming and Leisure Centre; Exmouth Pavilion; Exmouth’s Phear Park; Honiton Swimming and Leisure Centre; Seaton’s Seafeld Gardens; Sidmouth’s Coburg Road; Sidmouth Leisure Centre and Sidmouth Swimming Pool.

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