

FOR IMMEDIATE RELEASE

CONTACT:  
William Savoy  
Savoy Fitness  
[SavoyFit@gmail.com](mailto:SavoyFit@gmail.com)  
270.723.0865

### Bigger and Better Savoy Fitness Relocates in Water Tower Square

William Savoy, owner of Savoy Fitness, celebrated the grand opening of his new facility at 1350 Woerner Avenue in Clarksville, Ind. on Friday, January 8<sup>th</sup> with a ribbon cutting held by One Southern Indiana (1si). The event was attended by the public, 1si Ambassadors and staff. The open house following the ceremony treated attendees to food and drink, a live DJ performance, massages, giveaways, and tours of the 5,200 square foot facility. Participants who donated coats, hats and gloves, which Savoy donated to Salvation Army, received discounts for Savoy Fitness Boot Camp.

Savoy Fitness specializes in body transformation and athletic development, and aims to give its clients results in four hours or less a workweek. Savoy stresses that eating is a large portion of the work. "The nutrition is much more important than the workout," Savoy said, "If I can get clients to eat every two to three hours, five times a day, then they can burn calories. So if they work out four days a week to burn calories, and eat five meals a day every day then they're burning calories 24/7."

The Savoy Fitness Boot Camp, which ranges in age from 21 to 53, is an opportunity for participants to increase clients' heart rates while toning their bodies. The challenge comes in not knowing what the workout will be that day. Savoy admitted to getting creative in his workout routines so that no one becomes bored. "In the past year, I don't think we've done the same workout twice," he said.

The athletic component of Savoy Fitness is to prepare children and young adults for the next step in their athletic journey. Savoy, who played football for the University of Louisville from 2007-2011, said he was unprepared for the difference in training coming out of high school. "I didn't have anything like this in Elizabethtown, and I wanted to make sure these kids were a step ahead."

#### **About Savoy Fitness:**

*Savoy Fitness is open 6:00 a.m. – 8:00 p.m. Sunday – Monday. Located at 350 Missouri Ave, Jeffersonville, Ind. 47130, the facility aims to give clients results in four hours or less during a workweek. To learn more contact William Savoy at 270.723.0865 or at [SavoyFit@gmail.com](mailto:SavoyFit@gmail.com).*

#### **About One Southern Indiana:**

*One Southern Indiana (1si) was formed in July of 2006 as the Chamber of Commerce and Economic Development organization serving Clark and Floyd Counties. 1si's mission is to provide the connections, resources and services that help businesses innovate and thrive in the Southern Indiana/Louisville metro area.*

Since its inception, the organization has evolved to include a three-prong approach to serve its members and investors. Business Resources, as the chamber side of the organization, encompasses membership, signature events and programs which support and encourage business growth; Economic Development works to grow the regional economy through the attraction of new commerce and assists with retention and expansion of existing businesses; Advocacy supports businesses at the government level by engaging in the initiatives to preserve, protect and promote a business friendly environment free of obstacles to growth and development of commerce. For more information on One Southern Indiana: [www.1si.org](http://www.1si.org).



Above, William Savoy cuts the ceremonial ribbon at his new location in Water Tower Square on Friday, January 8<sup>th</sup>. Savoy Fitness celebrated its grand opening with an open house and weekend celebration.