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## **AMENZONE FITNESS BRINGS “TRAINING FOR LIFE TOUR II” TO TEMPE MARKETPLACE**

*Fitness franchise to hold second tour stop in the heart of Tempe, October 5*

**Scottsdale, Ariz.** – Amenzone Fitness, Steve LeVine Entertainment & Public Relations (SLE) and Tempe Marketplace are proud to announce the second stop of the Amenzone “Training For Life Tour II” on Saturday, October 5 at Tempe Marketplace located at 2000 E. Rio Salado Pkwy Tempe, Ariz. 85281.

Described best as a motivational fitness concert, Amenzone Fitness brings its signature “Primal” workout and in-house DJ to the stage of Tempe Marketplace to provide a free event for all. Accompanied by his Amenzone certified training crew, Amen will lead participants of all ages and fitness levels through a 60-minute workout, using nothing more than a signature Amenzone tire and one’s own body weight. Amenzone trainers will be there every step of the way to motivate and push guests beyond their comfort zone and reach new found heights, both physically and mentally.

The class will be held at the District Stage located between Dave & Buster’s and San Felipe’s Cantina. Registration for the event starts at 2:00 p.m. and the class will be held from 3:00 p.m. to 4:00 p.m. Prior to the kickoff time guests may meet with trainers and enjoy samples from the various vendors in attendance.

“The Training For Life Tour is not only about bringing the Amenzone experience to new locations, but about engaging the community and spreading the message of true self-care,” said Amen Iseghohi, owner and founder of Amenzone Fitness. “Ever since the last Tour we have envisioned doing an event at Tempe Marketplace. We are excited to get out there and show what we are all about and our gratitude goes out to Tempe Marketplace for the support they have shown us during this process.”

Amenzone Fitness was founded under the principle that to be truly alive, you need to keep moving and continue to make progress. Staying true to this principle, Amen has created the “Training for Life” tour with a simple premise; bring the same high-intensity workouts present at each Amenzone location but delivered to you on-the-go.

With nothing more than a truck full of tires and a whole lot of positive energy, the Training for Life Tour demonstrates the Amenzone approach to self-care. A live DJ performs at every session to keep spirits high and trainees motivated at virtually any location - from warehouses, rooftops and parking lots, to beaches, shopping centers and resorts. Amen’s focus on natural movements reduces the risk of injury and leaves the playing field open for anyone.

For more information please visit [www.amenzone.com](http://www.amenzone.com). Follow Amenzone on Facebook at [www.fb.com/Amenzone](http://www.fb.com/Amenzone) and on Twitter at [@Amenzone](https://twitter.com/Amenzone).

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### **About Amenzone Fitness**

Amenzone Fitness is a back-to-basics primal approach for all ages where you won't find weights, machines or even mirrors in the facility but instead, recycled tires. This style of training promotes a natural way of moving that leaves the client with a positive outlook, more energy and physically fit. Its success has led to the Amenzone Fitness, "Training for Life" tour where the tire-based workout travels, with their in-house DJ, on the road to cities across the US promoting franchise opportunities. A portion of all Amenzone profits benefit The Amenzone Foundation, a 501(c)3 organization developed to fight childhood obesity through improved self-esteem, proper nutrition and fitness. The program encourages children to gain a better understanding about nutrition and to engage in more physical activity.

### **About Tempe Marketplace**

With 1.3 million square feet of retail space, featuring dramatic light and laser elements, outdoor fireplaces and unique water features, Tempe Marketplace delivers an interactive shopping, dining and entertainment experience in a vibrant, high-energy outdoor setting. Conveniently located in Tempe on Loop 101 & 202, the retail destination is just minutes from the surrounding communities of Phoenix, Scottsdale, Mesa, Chandler and Gilbert. [www.TempeMarketplace.com](http://www.TempeMarketplace.com)

### **About Steve LeVine Entertainment & Public Relations**

Steve LeVine Entertainment & Public Relations (SLE) is a full service entertainment, events and public relations agency. SLE specializes in public relations, event planning, coordination, and production, talent booking and management, marketing and promotions, new media and design.

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