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**Town Square launches free fitness program to promote healthy lifestyle
...Fitness in the Square offers weekly classes, guided walks and educational information**

LAS VEGAS – (March 29, 2010) – A free fitness program at Town Square will make it easy and affordable for people to stay active. Fitness in the Square kicks off on Sunday, April 11, at 8 a.m. in Town Square Park and offers guided walks by Weight Watchers of Las Vegas, Inc. and group fitness classes for adults and children.

Town Square launched the program to offer free health and fitness-related activities for the community. The center reached out to specific partners bringing their knowledge and skill together to build an educational and wellness program.

Fitness in the Square is led under the sports medical direction of Dr. Randa Bascharon and operated as a public charity under the 501c3 status of Yogis Unite, Inc., an instrument of unification for those involved in yoga and other physical art forms.

“The goal of this wellness program is to provide a convenient forum for families and individuals to engage in physical activity and maintain a healthy lifestyle,” said Sharon Jalene, co-founder of Fitness in the Square. “We partnered with Weight Watchers of Las Vegas to offer educational instruction on weight management and provide guided walks for Fitness in the Square participants. Currently, many adults and children are not regularly active, and we hope this program will help jump start regular activity for members of the community.”

Weight Watchers is reaching out to the community through Fitness in the Square by incorporating its Walk-It Challenge that kicks off in conjunction with the American Heart Association’s “National Start! Walking Day” on April 7. The Walk-It Challenge offers a guided walking tour around Town Square every Sunday morning at 8 a.m. and 9 a.m. along with educational information. The guided walks will lead up to the organization’s second Fit Family Health Awareness 5K Walk on June 6 at Town Square. The walk benefits the American Heart Association.

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“Our participation in Fitness in the Square is a natural fit as we hope to inspire the community with a positive change toward exercise, behavior modification and modest weight loss to treat and prevent chronic diseases,” said Heather Avila, director of Marketing & Business Development, for Weight Watchers of Las Vegas, Inc. “It’s never too late to start exercising even if it’s just a few minutes each day. That few minutes will go a long way towards a healthier lifestyle.”

Fitness in the Square starts on April 11 with guided walks by Weight Watchers at 8 a.m. and 9 a.m. and rotating fitness classes such as Zumba, yoga and children’s fitness at 9 a.m. and 10 a.m. All classes will be held in Town Square Park. A complete schedule of classes can be found at www.townsquarelasvegas.com. There is no cost to attend the walks or classes and those interested in participating should meet at Town Square Park a few minutes before class starts to sign up. For more information please call 702-269-5001.

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About Town Square

Town Square is a shopping, dining and entertainment center on Las Vegas Boulevard at the junction of I-15 and the I-215. The 100-acre, open-air center features 22 buildings detailing a collage of Old World and contemporary architectural styles. Developed by Turnberry Associates and Centra Properties, Town Square includes an eclectic mix of retail and restaurants, an 18-screen movie theater and 350,000 square feet of Class “A” office space. The center is open Monday through Thursday from 10 a.m. to 9 p.m.; Friday and Saturday from 10 a.m. to 10 p.m. and Sunday from 11 a.m. to 8 p.m. For more information, visit www.townsquarelasvegas.com or call 702-269-5000.

About Weight Watchers

Weight Watchers of Las Vegas, Inc., is a franchise of Weight Watchers International, Inc. Weight Watchers is the world's leading provider of weight management services, operating globally through a network of Company-owned and franchise operations. Locally, Weight Watchers runs approximately 220 weekly Meetings where Members receive group support and learn about healthy eating patterns, behavior modification and physical activity. Weight Watchers offers a wide range of products, publications and programs for those interested in weight loss and weight control. Since its local inception 43 years ago, Weight Watchers of Las Vegas has taught hundreds of thousands of Members how to lose weight.