



Trainer Marcus Stanford assists client, Stacey Hilliard



Be Well, Get Fit, Have Fun

Gold's Gym is the place to go for serious fitness with a focus on fun

By Carolyn Erickson

Maria Hignogos knows firsthand about perseverance — and about how important it is to have support and encouragement to help you reach your goals. Working with a personal trainer at Gold's Gym and taking advantage of their education-based nutrition program, Maria lost 85 pounds in six months. She is now a newly certified group fitness instructor.



Liz Binder

"It's quite a testimony for what people can achieve," says Liz Binder, Gold's Gym area manager. "I believe that can happen for anybody."

Once known as a favorite place for bodybuilders, the Gold's Gym of today is a total-fitness facility, with an emphasis on education, encouragement and a positive experience. Binder describes the atmosphere as personable and social. "It isn't unusual for friends to sign up for classes or work out together," she says.

"I'm excited about what I do," says Binder, "creating the member experience that's comfortable for our customers and helping them get started."

The gym does have all the requirements for serious fitness: Top-notch, state-of-the-art equipment is plentiful, which means no waiting for machines, personal training is

available and the gym is open — and staffed — 24 hours a day, seven days a week. Gold's Gym owners, Stephen and Dorothy Langdon, are diligent about upgrading equipment frequently and keeping it in perfect condition. And their gyms have a reputation for cleanliness.

"We pride ourselves on that," Binder says. "No one wants to go to a dirty gym."

Another thing that sets Gold's Gym apart from other fitness facilities is the all-inclusive membership. They don't charge extra for classes or programs. Even the onsite childcare, for children ages 6 weeks to 12 years, is free. A fun group exercise class called Fit for Kids is free for members' children ages 7 to 12.

A wide variety of classes to choose from including core-strength, yoga and aerobics, help keep your workout fresh. This summer they'll also be adding a martial arts-based fitness class. Zumba, which is based on Latin salsa dancing, is wildly popular — so much so that classes at the Meta Drive location are bursting at the seams.



left, Jay Marquez, right, Joe Juarez

But they won't be for long. A new 44,000-square-foot facility on Midland Drive, Cornerstone Plaza is under construction and will be opening soon with brand new workout equipment, private studios for all of their classes and locker rooms with saunas, private changing rooms and private showers. The new location will be more convenient for residents on the north side of Midland and for Odessa residents.

Gym memberships are available on a month-to-month basis or for 12 and 24-month terms, with discounted rates for the longer terms. One-week free trial memberships are offered to help anyone make a decision.

"Our gyms sell themselves. Our fitness consultants have integrity; it isn't hard-core sales. There's nothing worse than feeling like you're being forced into a decision before you were ready," Binder asserts.

"We're here to educate and make a difference in people's lives."

FOR MORE INFO

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