

CONNIE C. WILLIAMS

Fitness Leader, Assisted Stretching Ambassador, Author & Inspirational Speaker

EMPOWERING PEOPLE TO PAUSE



MEDIA KIT

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ABOUT CONNIE



CONNIE C. WILLIAMS IS A 40 YEAR FITNESS INDUSTRY LEADER, CO-FOUNDER OF THE STEP/BENCH AEROBICS MOVEMENT, AND A CHAMPION OF ASSISTED STRETCHING.

Connie C. Williams has been in the fitness industry for 40 years, co-creating step/bench aerobics in the late 1980s. Connie was the co-founder of Bench Blast, Inc. from 1988 - 1991, an Atlanta-based step/bench program that changed the entire landscape of the group exercise industry. Bench Blast provided training for teaching step/bench aerobics to instructors before being bought by Reebok in 1991.

She then founded BenchAerobix, Inc. from 1991 - 1994, which provided step/bench education to fitness instructors, corporate clients, and personal trainers—including Princess Diana's personal trainer—through training programs, and to the public through phenomenally successful in-home instructional videos that were the first on the market. Corporate clients included Kimberly Clark, National Parks & Recreation, Georgia Pacific, and the corporate YMCA.

Connie has been a presenting speaker at the American Council on Exercise convention, International Dance Education Association's convention, and Sarah City Mania's convention.

In 1993, she was invited to give the key to the city of Atlanta to the country's largest fitness club owner, Tony deLeede.

Connie then paused from her high-profile career to raise her two sons.

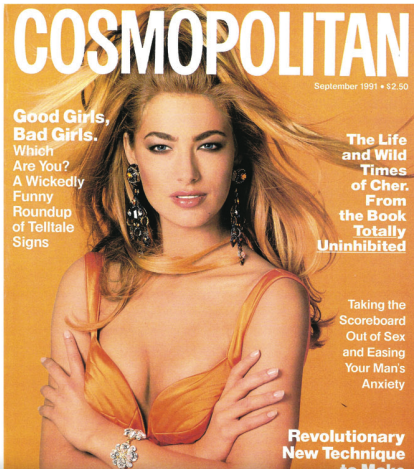
She is currently writing her first book on the power of taking time to pause, based on her experience of stepping back from her successful career to raise her children in a proactive way.

She is also championing the benefits of Assisted Stretching with her new stretching studio, The Power to Pause in Brentwood, TN, opened in April 2018.

CONNIE IS AVAILABLE FOR SPEAKING ENGAGEMENTS, FITNESS & STRETCHING WORKSHOPS, AND INTERVIEWS.

CONNIE HAS BEEN FEATURED IN:

LADIES' HomeJournal The New York Times Atlanta MAGAZINE
 CBS VOGUE COSMOPOLITAN
 ELLE SELF SHAPE GLAMOUR



CONNIE WILLIAMS



WHAT IS YOUR BEST EXAMPLE OF 'NEVER SAY NEVER'?

I was raised in a family of 10 children. I was the only girl. All my friends were boys. They are all married at 25. They are all without kids. They are...

IF YOU COULD NEVER SAY...

Never say...

WHAT WOULD YOU NEVER SAY?

Having children. I had five for seven...

HOW DO YOU HEAL?

Nature. I love to be outside gardening and being. On the best days, I can go out early before the sun, make my coffee, and head outside to feed the birds and pull weeds in my garden. It's my time to connect with nature and get my thoughts for the day.

"At first, I was scared to be a parent. I wasn't sure if I was truly cut out for parenthood. All I knew is I wanted to do it well! I took the role seriously, and it has been the most important focus in my life." -- Connie in *Good Grit*

VES sluit zich aan bij IRSA Han Mulder brengt BENCHAEROBIX naar Nederland



Take music. Add a bench. You're part of a new movement in aerobic conditioning.

Step Up (and Down) To Sharper Workouts

By BARBARALLOYD

SOME health-club classes in the Atlanta area involve more than hand weights, a water bottle and a sweat towel for aerobic workouts. Exercisers find they need another prop: a low bench for stepping up and down in a choreographed routine set to music. They call their program step training.

Atlanta is the birthplace for this new wave in aerobic conditioning. The method is spreading to other parts of the country, and to professional athletes and military trainees in search of an intensive workout in a relatively short period of time.

Besides the cardiovascular benefits of a traditional aerobic class, step training is said to develop the muscles, especially those of the lower body. Proponents say the potential for injury is high because the leg impact from step training is about the same as from

joined ranks with Reebok International, the footwear manufacturer based in Stoughton, Mass., to develop a program called Step Reebok. Williams manages her own step-training program, which she has named BenchAerobix. Both programs are developing classes nationwide by training instructors and selling step benches and videotapes.

"Right now everyone is still in the baby stages of the program," Williams said from Atlanta. Other cities in which step training programs are offered include New York, Boston, San Francisco, Los Angeles, Seattle and Dallas.

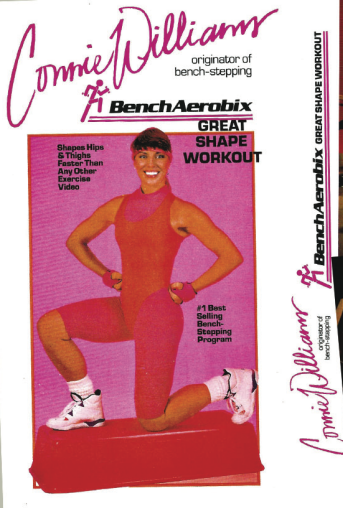
"It's in the major cities in the country, and it's going to grow," Williams said. "People have been doing aerobics for so long, and they're getting bored. Many are just maintaining their bodies through aerobics, and some have gotten injured. Others have left the aerobic area entirely."

step training requires less floor space than traditional aerobic classes because each student works off his own bench.

The program recommends a low bench height to begin training. Step Reebok suggests a 4-inch-high bench to start; the program sells a basic kneeh platform that can be raised to 12 inches with 4 sets of blocks. BenchAerobix offers a standard kneehigh bench; a 10-inch bench is recommended for advanced students. Its benches are 3 feet long, 14 inches wide at the top, and 16 inches wide at the base.

The Step Reebok program piloted researchers at San Diego State University to measure the impact of step training in relation to run-

"'Stepping' provides an aerobic workout equal to jogging," says exercise trainer Connie Williams, who produced and stars in two videotapes, *Bench Aerobix With Connie Williams, Vol. 1* and *Bench Aerobix Great Shape Workout*.





THE POWER TO PAUSE IS AN ASSISTED STRETCHING STUDIO IN BRENTWOOD, TN THAT OFFERS GROUP CLASSES, SPECIALTY EVENTS, AND PRIVATE SESSIONS.

Our mission is to empower you to pause and reconnect with your inner voice through guided Assisted Stretching classes & videos and wellness education.



WHAT IS ASSISTED STRETCHING?

Assisted Stretching focuses on *stretching without straining* by using tools to help elongate muscles, like rings, rollers, balls, barres, bolsters, straps, and more.

Our classes are for everyone—it's all about stretching, elongating, and relaxing overly-contracted muscles. Benefits include increased range of motion, flexibility and circulation, while decreasing the risk of injury.

FROM BRENTWOOD LIFESTYLE:

+ STRETCH UNTIL YOU REACH THE POWER TO PAUSE!

Connie Williams, a longtime Brentwood resident and certified stretching instructor, has opened the Power to Pause, a studio dedicated to keeping us all more limber members of our community. The key is assisted stretching, a strain-free technique which elongates muscles for our enhanced health and well-being. In fact, the American College of Sports Medicine recommends adults incorporate stretching into their fitness routines 2 to 3 times per week. Flexibility is not a prerequisite to participate. Simply being a human with a desire to stay healthy is all you need. Classes at the Power to Pause Studio are 75 minutes and are offered multiple times Monday through Thursday. To see a class schedule and reserve your spot, visit ThePowerToPause.com.

