


Get to Know: J.J. Flizanes



J.J. Flizanes is the founder and director behind Invisible Fitness. J.J. brings her direct business experience from managing the educational programs of one of the largest gym chains on the East Coast, Town Sports International (New York Sports Clubs), as well as the Australian-based physiotherapy software company Torson Inc. She has created fitness educational programs, taught workshops, given lectures and instructed trainers across the United States. She has been selected as one of the top six personal trainers for 2003 by Shape Magazine. A familiar local media figure in the Los Angeles fitness industry, J.J. was chosen as a spokesperson for the American Heart Association and has appeared in many national magazines and on TV. J.J. Flizanes is a Certified Nutrition Specialist, Certified Kickboxing Instructor, and has achieved multiple certifications with the National Academy of Sports Medicine and The Resistance Training Specialist Program. Some of the venues in which J.J. and Invisible Fitness have appeared include: KTLA Morning Show with Gayle Anderson, CBS Morning Show, NBC Weekend Today in New York and more than 20 different local and national publications since 2001. She will be appearing on The Wright Place in September in a half-hour segment discussing family fitness. Her first publication, "Inspiration to Realization," will be available July 2004.

A uniquely personalized fitness training company, Invisible Fitness is built on the premise that the invisible creates the visible. Simply put: the things you can't see are more important than what you can. "Exercise can have a profound effect on the body - both inside and out. Yet most people are in the dark with regard to how exercise affects their joints," says Flizanes.

The hallmark of Invisible Fitness is simply an intuitive approach to fitness whether it is the already active seeking to transcend their normal routine, or those completely lacking a fitness base. Invisible Fitness delivers expert training direct to clients at their home, the workplace or while traveling. Comprised of professional trainers holding multiple certifications, Invisible Fitness offers a variety of exertive activities such as kickboxing, yoga, pilates, tennis, dance and aquatics. Also available are services like agility building, balance training, weight training, pre- and post-natal, post rehabilitation and nutrition awareness.

Please call 800.571.5722 or visit invisiblefitness.com for more information.



The City of Calabasas is proud to announce the inaugural Calabasas Classic Runs, a series of road races and runs for the the whole family. The event will take place on November 13, 2004 in the beautiful San Fernando Valley city

of Calabasas. It will feature a 5k and 10k race and a series of shorter kiddie runs, along with a pre and post race expo featuring a variety of local businesses.

The proceeds from the event will benefit the Talbert Family Foundation, a nonprofit group dedicated to the promotion of "Fitness and Charity" as a core value for the whole family and which raises funds to support research and the patient care of those effected by Leukemia and Lymphoma. The highlight of the event will be the presentation of two \$5,000 checks to the families of two local families with children battling leukemia. These TFF "tough" kids are an inspiration and very deserving of this honorarium.

We hope you will join us in November to help us kick off this wonderful annual event supporting a truly worthy cause. For more information about racing, sponsoring and fundraising opportunities, please visit www.calabasaclassic.com

U Should Know ...

Hagar Design & Gecko Traders

These businesses employ Cambodian women, many of whom have been disabled by polio or landmines, who are able to support their families by crafting beautiful and brightly colored handbags and home furnishings, such as throw pillows. Log on and place an order today. Visit hagardesignltd.com or gecko-traders.com to learn more.

Salads & Schools Program

This program, supported by Whole Foods Market & the Los Angeles Unified School District, provides the tools that allow for healthy and fresh food alternatives for local students. Visit: www.wholefoods.com

The Freecycle Network, freecycle.org

One person's trash can truly be another's treasure! The Freecycle Network was launched in 2003 to promote waste reduction. Freecycle provides individuals and non-profits an electronic forum to "recycle" unwanted items. Visit freecycle.org to learn more.

Stroller Strides: Fitness for Mom & Baby

Stroller Strides is a total fitness program for new moms and their babies. It includes power walking and intervals of body toning using exercise tubing and the stroller. Taught by nationally certified instructors, it's a great workout for any level of exerciser. Visit strollerstrides.com to learn more.

Once Upon a Family, onceuponafamily.com

Once Upon a Family was created to help people see how important family traditions, rituals and celebrations are in creating the sense of family togetherness that we all crave, and how easy it is to make these family events meaningful to everyone involved. Visit onceuponafamily.com to learn more.

Rhythm Child Network

Rhythm Child is interactive music, drumming and fun for kids. Through the encouragement of individual expression & discovery, each child can truly experience the spirit of rhythm. Call for parties, classes, schools and events at 310-204-5466 or visit www.rhythmchild.net to learn more.

Ethos Water: Water For The World

Ethos is the premium spring water that helps children around the world get clean water. Grab a bottle. Make a difference. Visit www.ethoswater.com to learn more.

Reef Check

This organization was developed in 1996 as a volunteer, community-based monitoring protocol designed to measure the health of coral reefs on a global scale. Now in its eighth year of operation, Reef Check is active in over 60 countries and territories throughout the tropical world. Log on to reefcheck.org to learn more about how you can help save coral reefs.