

# KEEPING UP

Fitness innovator **Sue Harragan** follows trends from LA to Vegas—are we catching up?

**L**as Vegas rivals New York and Los Angeles for the ultimate dining and entertainment, but when it comes to fitness, we're sometimes a step behind.

As the demographics of the city change, however, the fitness community here is beginning to respond to the requests from younger, more health-minded locals and visitors.

"We're starting to see more programs here and more personal training," says Gregory Florez, spokesperson for the American Council on Exercise. "In fact, Vegas has become known as a hotbed of personal training. Also, it's starting to get in the very latest fitness equipment."

Today, there's more opportunity than ever in Las Vegas for variety, and many of us local exercise professionals are encouraging the influx of new techniques and trends.

"Many of the major fitness shows are in Vegas," Florez says. "Thousands of fitness professionals attend the shows, and new products and classes are always introduced. Additionally, because of the proximity to LA, it is not unusual for high-end fitness pros from Las Vegas to spend a week here and there in Los Angeles going to new classes and picking up tips."

Kathie Davis, executive director for IDEA Health & Fitness Association, agrees that the education offered to Las Vegas via these conventions is crucial to our town's exercise routines staying on the cutting edge.

"New fitness techniques spread by infomercial, the presence of a product or class at a fitness convention such as the IDEA World Fitness Convention," she says. "Educating consumers is important so they can make an informed decision about their health and fitness."

In town, large local gyms tend to strive to offer every latest trend, while smaller studios that teach specialized techniques and classes are often slower to emerge with new programs. This is partly due to the sluggish economy—change often requires money. Sin City will, however, soon begin to see the addition of more boutique exercise studios that will offer the trendiest programs out there.

Until then, there's no lack of professional fitness services in town.

Group classes are adding new twists and mixing up the traditional routine to offer more options than we've ever had. There will even be a few surprises in store in the coming months, such as hybrid workouts that combine various techniques such as cardio and Pilates or aerial acrobatics and yoga.

So even though we're "behind" Los Angeles when it comes to exercise trends, it's only by a small step. I'm pleased to say that Las Vegas is usually one of the very first cities outside of the LA/New York fitness powerhouses to take a trend and run with it.

Considering we're a town known more for over-the-top indulgence than fitness, that's something to be proud of.



Sue Harragan brought the barre workout trend to Las Vegas when she opened her Town Square and Summerlin studios, called Barre Las Vegas. Barre is a combination of ballet barre work, yoga and Pilates, infused with orthopedic stretching to create long, lean muscles.

