

This sample was intended for Women's Health Publications and was accompanied by an email with the press release.

Women's Health Publication.

Subject Line: Smart Fitness Mirrors Changing Women's Home Workouts

Email preheader: Discover how NordicTrack Vault redefines at-home fitness – join us for an exclusive live event with celebrity trainers.

Hi Melanie,

I'm reaching out on behalf of NordicTrack to share a story idea that may resonate with your readers.

Many busy women seek convenient, results-driven home workouts, and smart fitness mirrors are revolutionizing their training. The NordicTrack Vault Fitness Mirror combines expert-led coaching, real-time feedback, and built-in strength equipment—a game-changer for busy professionals and moms who want a studio-quality experience at home.

To showcase this shift in women's fitness, NordicTrack is hosting an exclusive live event featuring trainers Simone De La Rue and Sarah Perla Hagaman. Attendees will:

- Try expert-led iFit workouts using the Vault.
- Engage with top trainers on strength training and wellness.

- Experience how innovative fitness technology fits into busy lifestyles.
- **Date:** 10 February 2025.
- **Location:** Delta Centre, Salt Lake City, UT.
- **Time:** 0900 – 1800

Would this be of interest for a feature, trend piece, or event coverage? I'd be happy to arrange an interview with a NordicTrack spokesperson or Events Manager or provide images.

Please see the attached press release for full details and contact information.

Looking forward to your thoughts!

Best,

Prakash Tailor

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On behalf of NordicTrack

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RELEASE DATE:
FOR IMMEDIATE RELEASE

The Best Smart Fitness Mirror for Women's Home Workouts

[LOGAN, UT, FEB 03] - NordicTrack Vault Fitness Mirror is revolutionizing home workouts by combining expert-led training, real-time coaching, and premium strength equipment – all in one sleek, space-saving design.



“Women today are balancing work, family, and self-care, and we believe fitness should fit seamlessly into their routine,” says Simon Owen, CEO at NordicTrack. “Vault delivers studio-quality workouts while providing a complete strength training

setup, with personalized coaching to keep users motivated and on track.”

Why Vault is a Game-Changer

- **Built-In Strength Equipment**—Hidden behind the mirror, a sleek, space-saving cabinet houses high-quality dumbbells, kettlebells, resistance bands, and more—all included.
- **Interactive Training** – Access iFit's on-demand workouts, including strength, HIIT, yoga, and Pilates.
- **Personalized Fitness** – Real-time feedback helps perfect form and maximize results.

To showcase how Vault is redefining at-home fitness, NordicTrack is hosting an **exclusive event** featuring workouts led by renowned trainers **Simone De La Rue** and **Sarah Perla Hagaman**. Attendees will experience Vault's interactive training, explore its built-in strength equipment, and engage in expert-led fitness sessions. The event will take place on **February 10, 2025, at the Delta Centre in Salt Lake City, UT, and a special one-day offer will be available to** attendees.

Designed for **busy professionals and active moms**, the **NordicTrack Vault Fitness Mirror** offers a **convenient, all-in-one fitness solution**. It brings expert training, strength workouts, and flexibility exercises into any home, on any schedule.

Editor's Notes

For over 40 years, NordicTrack has been a leader in home fitness innovation, offering high-performance equipment that makes health and wellness accessible to everyone. The Vault features an oversized 60" mirror that rotates 360 degrees, accompanied by a 31.5" touch tablet positioned behind it for effortless navigation of its extensive workout library.

Available for interview:

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