

# FEED YOUR CORE

## BURN CALORIES, NOT YOUR FOOD

30 minute work out - 30 minute recipe



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There are two aspects to fitness, what you do with your body and what you put into your body. One of the biggest difficulties gym-goers face is balancing their diet with their exercise schedule. While it may be simple to find recipes and exercises online, knowing how to perform the exercises and cook your meals is not intuitive to everyone. Feed Your Core is a two-part fitness class that combines an effective and intensive 30-minute core workout, with a 30-minute healthy cooking demo/tasting, giving participants two valuable tools that are essential overall health.



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### THE WORKOUT:

- The opening thirty minutes of the class are intensive and fast paced. After a classic warm up of jumping jacks and stretches, the 30-minute core work out begins.
- Mountain climbers are a great way to increase heart rate and bring up the effort level of the room. Moving into a push up position, participants will lift their right leg forward so that their knee is brought to their chest and alternate between legs for thirty seconds, as if they are climbing a mountain. They will repeat this exercise two more times, however their knee will then be brought to their left elbow for ten repetitions, then their right for ten more. This variation will allow for maximum burn and work the obliques and abs. This may be a fast paced activity, but who will be focused on the pain, when they know they will be eating an amazing meal at the end.



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THE WORKOUT continued:

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- Floor work with dumbbells will also be featured. Lying on their backs with their knees bent at a 90 degree angle, participants will hold a light to mid weight dumbbell in their hands, as if about to do a chest press. They will lift the weights for 20 repetitions, holding last crunch for 20 seconds.
- The next workout that will involve a weight bar. Holding the bar underhand, the participant will do a curl with the bar while alternating knee lifts. The pace can speed up here.
- Workouts can vary based on the instructor's focus. Elements of yoga and especially Pilates, which each strengthen balance and core muscles, can be incorporated appropriately.
- The workout ends with a strenuous plank. Laying on their stomachs and propped up on their elbows, participants will lift their butt and spine off the ground, holding the plank position for 30 seconds, then 45 seconds. The plank is a great way to end, as they provide tangible proof of strengthening. Since many people get discouraged when not seeing physical results, at the end of each lesson the longer the participant can hold a plank the more confidence they will feel as the success has a visible manifestation.



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### THE RECIPES:

- Right as the the participants are wrapping up their planks, the instructor will focus on the meal prep. They will require limited equipment that will still be convenient for a studio or gym setting. All that is needed is a portable kitchen island, pots and pans, mini fridge and a portable burner.
- The instructor will gather the class to watch the demonstrations, allowing for the participants to cool down and start to enjoy the food. If the class is too large, which ideally it wouldn't be, a monitor can be set up for everyone to have a good view.
- Meals will vary week to week, so every attendance = a brand new recipe and skill. And, since the instructor will make enough to serve the class an adequate portion.
- If a holiday is coming up, the meal can match the occasion. Like a date night meal around Valentine's day, or a turkey meatball rubeen around Thanksgiving. But what are the meals?



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THE RECIPES continued:

- The meals will focus on nutrients that are key to workout recovery
- **Eggs:** Protein and carbs are the two keys to a good post-workout meal. Eggs have the former covered. Each egg is just 70 calories, yet still packs 6.3 grams of protein and naturally contains vitamin D.
- **Quinoa:** Quinoa is one of the most protein-rich foods we can eat. **Quinoa contains energy providing carbs filled with vitamins and nutrients.**
- **Bananas:** Bananas are a good carb filled with Potassium, which is lost when your body sweats.



30-min vegetable frittata



30-min quinoa and egg salad



30-min Coconut, Almond, and Quinoa Breakfast Cakes

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THE RECIPES continued:

- **Salmon:** Omega-3's in salmon are an anti-inflammatory that will help rebuild muscle quickly.
- **Whole-Grain Pita and Hummus:** Chickpeas in hummus are a good source of protein and carbs. The whole wheat in the pita will contain slow release carbs that will maintain energy after burning up during Feed Your Core
- **Sweet Potatoes:** Whether you call them yams or sweet potatoes, the vegetable is nutrient rich, including vitamins C & D, as well as potassium and magnesium. Despite their benefit, they can be tricky to cook.



Spiced Salmon Kebabs



Hummus and Pita



Garlic-and-thyme-roasted sweet potatoes

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### THE MUSIC:\*

- The song that will be playing is "Burning Up" by Jessie J. The connection to the course is unquestionable in both lyric and mood. Pairing the intensive core workout with the fast-paced electric melody of the song is a recipe for success. The song will lift the mood and energy level of the participants to help them take advantage of the 30-minute workout. Even through the quieter parts of the song, the base keeps thumping and you can imagine the instructors voice pushing the students. Lyrically, the song has clear allusions to the theme of the course. Jessie J keeps you motivated and has you "Hot in the kitchen like a thousand degrees" while proclaiming the mood this course will hopefully have, she narrates "Subliminal, sex/ Drippin' in, sweat/I'm losing my, breath/Look what I've, found/It's about to go, down/I want it right, now"



\*Jessie J not included



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THE SLOGAN and ADVERTISING:

- The slogan on all advertising will be what you see above!  
“BURN CALORIES, NOT YOUR FOOD”
- Feed Your Core is targeted for moderately active individuals who haven't been able to take it to the next step with their fitness goals since they have been held back by food. In the United States, 29% of the population is not able to cook and 1 and 3 university students world wide admit to not being able to make a hard boiled egg. Let me reiterate... ONE THIRD OF UNI STUDENTS CANNOT COOK AN EGG. In order to hit this audience and pull them into this class, advertising can be focused at college centers in dining halls and libraries. (A university would likely have kitchen and gym facilities near each other). To tackle an older population, supermarkets and gyms would be a great start.
- With an unlimited budget I could visualize an energy filled commercial with Jessie J... or just your average trainer putting together a crazy work out, and plating a colorful, healthy meal.

