



**FOR IMMEDIATE RELEASE**

**Taking Fitness to the Next Level  
Next Level Sports Performance & Fitness Center Celebrates its Grand Opening**

**Kenner, La., October 3, 2012**— [Next Level Sports Performance & Fitness Center](#) will host its Grand Opening celebration on Saturday, October 13, from 1 to 4 p.m. in The Esplanade Mall on the first level next to Eyemasters and Dillard's. The family-friendly event is open to the public and will feature New Orleans Saints players, a fashion show, philanthropic silent auction, and fitness demonstrations amongst other activities.

That afternoon, Next Level will host several events for the public to experience its new, modern fitness facility. The celebration kicks off at 1 p.m. with a ribbon cutting ceremony in conjunction with the [Jefferson Chamber of Commerce](#), followed by New Orleans Saints players, Fred Thomas and Roman Harper, joining the celebration and signing New Orleans Saints fans favorite memorabilia. Beginning at 2:15 p.m., Next Level will host a fashion show showcasing NXG's new women's fitness apparel line "Where fashion meets athletics" and a silent auction featuring a variety of autographed New Orleans Saints paraphernalia, custom oil paintings, jewelry and many more valuable items. The fitness demonstrations are scheduled to follow starting around 3 p.m.

In honor of October being Breast Cancer Awareness month, 75 percent of the proceeds from the silent auction will benefit [Susan G. Komen Breast Cancer Foundation New Orleans Affiliate](#) in its fight against breast cancer. Trainers and instructors will show fitness and self-defense demonstrations as well as reveal the secrets to staying in shape through dieting and nutrition.

"We are delighted to celebrate the grand opening of Next Level," said Luke Lemus, managing partner of Next Level Sports Performance & Fitness Center. "This is a great opportunity for us to share our state-of-the-art facility and our passion with our local community. Next Level has made real, positive and lasting changes in people's lives and this event will help us to communicate our brand's mission to the public."

**About Next Level Sports Performance & Fitness Center**

Next Level Sports Performance & Fitness Center provides proven, guaranteed results with an exciting new lifestyle plan. The complex itself is 8,672 square feet, houses the only power sled in the area as well as the necessary equipment to accommodate any fitness need. Next Level's plan supports its fitness and wellness clients through any physical or mental goal, allowing their clients to be fully capable to take on all of life's challenges. Next Level offers highly skilled trainers, coaches and instructors that work hard to inspire the commitment, dedication, and discipline that turn dreams into reality. For more information, please visit: <http://nextlevelfitnessnola.com/>

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