



Fact Sheet

AlaVie Fitness is dedicated to creating a fitness community in which people have access to all the tools they need to live happier, healthier, and in balance.

PowerVie Boot Camp, an outdoor training series that combines cardiovascular, resistance, and circuit training, is the organization's core program. In addition to women-only and co-ed boot camps, AlaVie offers customized corporate programs, private boot camps, personal and sports-specific training, nutritional and body therapy services, and health and fitness education seminars.

- **Headquarters:** Campbell, California
- **Locations:** San Francisco, San Mateo, Palo Alto, Sunnyvale, Campbell, Willow Glen, Martinez, Dublin/Pleasanton and Walnut Creek, California; Austin, Texas
- **Year Founded:** 2004
- **Co-Founders:** Heather Glenn, CEO and Mary Beth Gonzales, COO
- **AlaVie Fitness serves** over 2,000 customers annually at 11 boot camps in two U.S. states.
- **AlaVie employs** 22 professional coaches, all of whom are certified personal trainers and have years of experience in the health and fitness industry.
- **AlaVie's mission** is to enrich people's lives through health and fitness and give people of all ages and abilities the tools to achieve total wellness.
- **AlaVie's community partners** include top-notch nutrition experts, body therapists, and wellness providers that share our commitment to promoting healthy living.
- **AlaVie's non-profit partners** include the Bay Area Women's Sports Initiative (BAWSI) and the Tall Ship Education Academy (TSEA), organizations that work to empower women and girls through fitness.
- **AlaVie is a member** of the BNI, e-Women, and Women in Sports Careers networks