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**FACT SHEET | Breakthrough Health & Fitness**

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**What:** Breakthrough Health & Fitness develops heart rate-based Interval Training programs for users at every workout level. The company's first product, the No Excuses Workout System™ (**NEWO**) is the first of its kind to couple Interval Training techniques with a whole-health system of instruction, motivation, and nutritional guidance. **NEWO** provides affordable access to proven Interval Training techniques regardless of age, fitness level, or exercise preference. The system includes: a premium "**Coach-On-Your-Wrist**" **Wireless Heart Rate Monitor**, a **6-Workout Instructional DVD Set**, **2 Motivational Music CDs**, **NEWO's Web-Based Personal Fitness Software** that enables users to customize workouts and track fitness and weight loss progress in a private online database, and an **80-page Nutrition and Lifestyle Program**.

**Who:** **Jonathan Roche**, founder and CEO of Breakthrough Health & Fitness, is one of America's foremost authorities on heart rate-based Interval Training. Jonathan is a Certified Personal Trainer, an award-winning fitness video instructor, and ten-time Boston Marathon and eight-time Ironman™ Triathlon finisher. He has run the last nine Boston Marathons as a member of the Dana-Farber Cancer Institute team and has run four Ironman races as fundraisers for charities. Jonathan has also written and performed in three workout DVDs for Gaiam, Inc., a Colorado-based company that promotes healthy lifestyle products. He is frequently featured on NBC, ABC, and the WB in Colorado as a guest expert. Jonathan and Breakthrough Health & Fitness have also been featured in national magazines such as *Women's Health & Fitness*, *Skiing*, and *Hooked on the Outdoors*.

**Where:** Breakthrough Health & Fitness is based in Broomfield, Colorado.

**When:** Breakthrough was founded in 2004.

**Why:** "NEWO helps you train smarter, not harder," says fitness expert Jonathan Roche. His approach to fitness and weight loss empowers individuals to bring fun and effective workouts into their busy lives. "I meet so many people who are frustrated with trying to get into shape," he explains. "Many have failed in the past. My training programs provide a systematic plan that maximizes results so individuals know they are getting the best workout in the least amount of time. Our goal is to inspire people to incorporate Breakthrough's whole-health approach into their quest for lifelong health and fitness."

In keeping with the company's philanthropic philosophy, Breakthrough Health & Fitness contributes five percent of its profits to the Dana-Farber Cancer Institute, a Boston-based cancer organization that works to achieve better cure rates and enhance patients' quality of life.

**Web:** [www.BreakthroughHF.com](http://www.BreakthroughHF.com) / [www.NoExcusesWorkouts.com](http://www.NoExcusesWorkouts.com)

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