

The XRKade offers a new way to sweat while playing video games

By iTech Fitness

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The XRKade is leading the exergaming industry with a new way for people to be physically active - Arcades + Games + Fitness = The XRKade. Its a virtual reality arcade design with the most advanced exergaming and entertainment systems.

iTech Fitness, the creators of the XRKade and the largest suppliers of exergaming products and services finish the year with over 24 XRKade clubs and plans to add more then 100 locations in 2008 "The XRKade has been so well perceived and we are looking forward to 2008 with our new partnerships and expansion plans," stated Mike Hansen, CEO of iTech Fitness. The XRKade is a virtual reality arcade with a futuristic & urban design with the most advanced interactive games, exergaming, & entertainment systems. The users of the XRKade games become a "Human Joystick" as they have to use their body and actions to play all the games and activities.

iTech Fitness was recently a part of the 2007 California Governor's Challenge with the XRKade as the grand prize for the school that had the most students complete the Governor's Challenge. This year's winner of the XRKade was Liberty High School in Bakersfield, CA for having 1417 students completing the challenge. Now students are able to play some of their favorites games in their P.E. class while becoming more physically fit. The XRKade has become such a hit in the schools that last week iTech Fitness was announced as the "Official Partners" of the Governor's Council on Fitness. The XRKade will be the grand prize for the Governor's Challenge winner in partnership with the California Blue Cross foundation. "As a native of California I'm proud to have the XRKade as a partner of the Governor's Challenge," says Lenny Lowenstein, Chairman and Co-Founder of iTech.

iTech Fitness is considered by many to be leading this new trend of exergaming in health clubs, YMCA's, JCC's, Recreation Centers, and Schools, and has formed multiple partnerships with the XRKade, including the only university based research lab, the USF XRKade research lab offering more credibility to the industry. iTech Fitness hosts Discovery Days at their showcase facilities throughout North America and is currently expanding into the international markets.

For more information on the XRKade and to learn how to attend one of the Discovery Days contact iTech Fitness at 866-480-7781 or email sales@iTechFitness.com.

Category	Fitness, Health, Entertainment
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