

## **Kenneth Jay –Master RKC brings VO2MAX and Perfecting The Press Workshop to South Florida**

*Advanced Training and Performance is hosting Kenneth Jay- Master RKC for a VO2MAX and Perfecting The Press Workshop on Nov. 29, 10am - 2pm, at US-1 Fitness / ATP Training Facility, Dania Beach. The workshop includes four hours of instruction*

**Oct. 14, 2009 - [PRLog](#)** -- DANIA, FLORIDA ..... Advanced Training and Performance is hosting Kenneth Jay- Master RKC for a VO2MAX and Perfecting The Press Workshop on November 29, 2009, 10:00 am - 2:00 pm, at US-1 Fitness / ATP Training Facility, 714 South Federal Hwy., Dania Beach, FL 33004. The workshop includes four hours of instruction from Kenneth Jay-Master RKC. The first 10 registrants will receive a copy of “Viking Warrior Conditioning”, a sleeveless shirt from ATP, beverages and snacks. VO2MAX is shorthand for Maximal Oxygen Uptake. It is defined as the maximum oxygen uptake on a whole-body level within a given time period. In 2006, the very first Western-based university study on the kettlebell was conducted by Kenneth Jay at the University of Copenhagen. What he found was that kettlebell snatches are a true aerobic exercise, and that they displayed a major advantage over conventional types of cardiovascular training. Because they are ballistic in nature, kettlebell training stimulates the heart with a pressurization technique that isn’t observed to the same extent in other types of cardiovascular exercise. Kenneth Jay has made an extremely complex biomechanical phenomenon into an extremely simple and fast protocol to strengthen your heart, as well as your muscles, while boosting your metabolism and ridding you of any unwanted fat deposits. There are many scientifically proven benefits from VO2MAX training, including lowered resting heart rate, decreased blood pressure, increased power, increased speed, lower body fat, improved cardiovascular efficiency, the ability to perform longer at a given intensity level and the ability recover faster. Whether you are new to strength and conditioning, or have a particular goal for body composition changes or sport specific training, through this workshop you will learn the details of the protocol and how to apply it to your needs- receiving a clear set of individualized instructions on how to achieve your goals. Additionally, Kenneth Jay will be sharing material from his unreleased book "Perfecting The Press". Kenneth breaks down the essentials to a perfect press and provides innovative drills for shattering plateaus. Combining science and practical application Kenneth reveals techniques capable of assisting you on a journey of strength based on science and field testing. Kenneth Jay’s signature seminars are put together to provide you with the best information on the most effective training principles in a structured and trench-tested fashion so you can achieve your fitness goals. Kettlebell experience is needed to attend Kenneth Jay’s VO2MAX and Perfecting the Press Workshop. This is an advanced kettlebell workshop and requirements for attendants is to properly snatch, clean and press a kettlebell (HardStyle). To register visit [www.atpkettlebells.com](http://www.atpkettlebells.com) or contact Christine Bagiotti RKCII at 954-701-1268 or Juan Bacca RKC at 954-336-4302. No walk-ins will be accepted the day of the workshop. About Kenneth Jay Kenneth Jay RKC Master (Russian Kettlebell Challenge) is one of four worldwide Master RKC’s and has a degree in Sport and Exercise Science. He has worked with elite level athletes and world champions, including Para-Olympic and Olympic medalists in wrestling and swimming. Kenneth conducts research at the University of Copenhagen and the Danish National Institute for Working Health (NFA). His first book, “Viking Warrior Conditioning” was published in 2009 by DragonDoor Publications. In 2006 Kenneth, together with RKC II and former Sr. RKC Tommy Eli, hosted the first Russian Kettlebell Challenge (RKC) certification outside the United States. In 2009, Kenneth introduced the Functional Movement Screen (FMS) to the Scandinavian people by hosting the first ever certification in Denmark. He has conducted over 100 workshops and seminars on wide range of strength and conditioning issues for various institutions and clubs including: The Danish Swimming federation, The Danish Army, the Danish Special Forces (JGK), The Danish Police Academy and several Weightlifting-martial arts- and fitness clubs. Kenneth’s company, Infinitus, spreads the good word of HardStyle training, Z-Health performance enhancement and healthy living to anyone who chooses to be

extraordinary. About Advanced Training and Performance (ATP) With years of experience in the personal training field, Advanced Training & Performance (ATP) customizes workouts specifically for each individual client, from athletes to the general public of all ages and levels. Their clients also include individuals with handicaps and individuals in need of rehabilitation from injuries or chronic diseases. ATP specializes in cutting edge of Functional Training, using the body as a total unit to improve strength, balance and mobility. This avoids hitting plateaus and increases client motivation, and in return achieves higher performance and more success with reaching their fitness goals. ATP guides clients towards weight loss, adding lean muscle mass, improving athletic performance, rehabilitation and improving existing workout programs in the safest and most effective way. ATP offers Hardstyle classes: Mondays, Wednesdays and Fridays at 6:00p.m. and Saturday mornings at 9:00a.m. Kettlebell class: Thursday evenings at 6:00 p.m at 714 South Federal Highway in Dania, Florida. Call 954-336-4302 or visit [www.advancedtrainingandperformance.com](http://www.advancedtrainingandperformance.com) for more information on ATP.

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Source           stewy1@bellsouth.net  
City/Town        Dania  
State/Province   Florida  
Zip               33004  
Country         United States  
Tags             [Kettlebells](#), [Fitness](#), [Kenneth Jay](#), [Workout](#), [Hardstyle](#), [Gym](#)  
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