

Vitafit Lifts 26 Tons for the Needy

While many clubs boast about the weight that members have lost, Portugal's Vitafit, a women-only chain with 96 locations, has earned bragging rights thanks to how many pounds it's *acquired*. As part of a national campaign on behalf of Ajuda de Mãe, a private, nonprofit organization that helps teenage moth-



From left: Vitafit owners Pedro and Constance Ruiz; Vitafit president Maria Flor Mendonca; and Duarte

ers and their children, Vitafit's staff and clients recently collected approximately 26 tons of nonperishable food items. The total contribution, which included 60,000 items ranging from baby food to rice, was the largest the charitable group has ever received in its 18-year history. Dubbed "Take care of yourself by taking care of others," the chain's month-long initiative prompted many of its 40,000-plus members to make donations each time they worked out. New members were also encouraged to participate, and received a 50% discount if they donated five or more different food products. Madalena Teixeira Duarte, the president of Ajuda de Mãe, praised Vitafit for its impressive, and much appreciated, effort: "It was a fabulous experience... We weren't expecting such a tremendous contribution." —



Mildred Fisher

Special

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Since 1992 Healthway has helped "Amazing" in fact, she the program classes at celebrated claims this Geoff Dyer provides S Fisher's er as "one of thoroughly his day. —