



News

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Nutritionists from Wellness Workdays Develop the Koko Fuel Nutrition Program for Koko FitClubs

Debra Wein and the nutrition staff from Wellness Workdays have developed the Koko Fuel custom nutrition plan for Koko FitClubs. Koko Fuel is an integrated nutrition program that builds individually customized, nutritionist-recommended online meal plans for members at Koko FitClubs 120 locations nationwide. Koko FitClub's Smartraining technology brings together strength training, cardio exercise and nutrition planning to offer the benefit of a 90-minute workout in just 30 minutes.

"As a nutritionist and worksite wellness provider who develops customized wellness programs for a number of companies, partnering with Koko FitClub was a great way to bring healthy nutrition to a large number of people across the country," said Debra Wein, president and founder of Wellness Workdays. "Using innovative technology in my wellness programs helps maximize results, so I embraced the opportunity to develop a personalized, results-driven nutritional guidance program that is part of a patented, high-tech fitness system."

The Koko Fuel program contains exactly the right quality and quantity of macronutrients needed to build lean muscle, maintain metabolism and burn fat. The online meal plans and guidance are based on a clinically proven, macronutrient breakdown that's completely integrated with the custom Koko exercise program.

A seasoned entrepreneur, Debra Wein develops and implements award-winning worksite wellness programs for organizations throughout the country. Her business, Wellness Workdays, is a leading provider of worksite wellness programs and the only worksite wellness provider in Massachusetts to receive state and national certification as a woman-owned business enterprise. Debra is also the president and co-founder of partner company Sensible Nutrition, Inc., a consulting firm of RDs and personal trainers, which provides nutrition and wellness services to individuals. Debra is a nationally recognized expert on health and wellness with nearly 20 years of experience in the industry.

Koko FitClub (www.kokofitclub.com) workout centers are known for their commitment to helping members build healthy lifestyles upon a foundation of lean muscle with highly efficient, personalized fitness regimens that offer the benefits of a 90-minute workout in just 30 minutes.

The first Koko FitClub opened in Boston in 2008 and today has more than 120 company-owned and franchise FitClubs in 30 states. For more information on Koko Fuel, read the company's [press release](#).

About Wellness Workdays

Wellness Workdays (www.wellnessworkdays.com) is a Hingham, Massachusetts based company that provides worksite health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health. We have worked with hundreds of companies including Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland Trust, Perkin Elmer, Old Mutual Asset Management, Waters Corporation, the Town of Westwood, Bentley University and Harvard Business School. Wellness Workdays offers the only ACEND-approved worksite wellness focused internship for dietetics students interested in becoming Registered Dietitians.

For more information contact:

Melissa Maichle

essentia Marketing & PR

781.534.8620

melissa@essentiamarketingandpr.com