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## New Fitness Studio Combining Movement, Meditation and Community Opens in Williamsville

ALTYOU is first in WNY to offer exclusive approach to fitness and training;  
Free classes available to the public until October 10

Buffalo, New York (October 6, 2020) – When long-time fitness veterans Rick Leugemors and Bob Gosch teamed up, they shared a passion for developing a unique fitness approach that would be unlike anything that exists in Western New York. Today, that shared passion became a reality, as the fitness duo officially announced the grand opening of [ALTYOU](#), an alternative approach to fitness that combines the fundamental principles of movement, meditation and community to help people build and sustain a happier, healthier lifestyle.

“Rick and I have taken our combined 80 plus years of fitness experience, exercise science studies and health knowledge to create what we believe is the ideal blueprint for comprehensive wellbeing,” said Bob Gosch, co-founder, ALTYOU. “Our unique approach to fitness focuses on all aspects of a person - mind, body, emotion and spirit – because we know they all connect. We want to help our community improve their lives by following a consistent, sustainable, natural approach to health and wellness.”

Located at 5363 Main Street, ALTYOU is short for “Alternative You,” which means that within every person is an alternative version of oneself. ALTYOU’s fitness approach combines movements and techniques that target the body and mind, while ALTYOU’s studio incorporates purposeful design elements and materials that have been carefully curated for both comfort and concentration, including a living plant wall and space that is free from contrived temperatures and agitating lighting and sound.

To introduce ALTYOU to Western New York, the studio is offering free trial classes until October 10. Classes occur on Monday through Friday: 5:00 a.m., 7:15 a.m., 9:30 a.m., 4:00 p.m. and 5:15 p.m., as well as on Saturday at 7:00 a.m. and 8:30 a.m. Classes are limited to eight participants.

### Kinesis

ALTYOU’s signature classes are comprised of choreographed routines using a variety of equipment, including Technogym’s Italian-designed [Kinesis One machines](#). The Kinesis One is a single, stand-alone workout station with concealed weight stacks, providing resistance across three planes of movement.

With Kinesis, every muscle in the human body is engaged and strengthened with carefully selected movements, presented at a pace that promotes endurance. ALTYOU is the only studio in Western New York to offer these exclusive Kinesis sessions, which are 55 minutes long.

After challenging the body with ALTYOU’s Kinesis routine, participants engage in a proprietary movement practice that unites the mind and body. Using items handcrafted with natural materials, including granite bowls and rope-tied stone, participants are challenged to different exercise sequences that promote focus, balance and

body awareness. Developed by ALTYOU Co-founders Leugemors and Gosch, this style of training is entirely original and only available at ALTYOU.

### Meditation & Mindfulness

Each ALTYOU Kinesis session concludes with a short period of meditation. Those who are interested in exploring meditation further can participate in [ALTYOU meditation classes](#). Accommodating up to 10 participants, ALTYOU offers four categories of meditation, including present moment awareness, calm focus, energized body and mind, and transcendence/self-discovery.

“A healthy body starts with a healthy mind, which is why we’ve created a fitness approach that targets the two,” said Rick Leugemors, co-founder, ALTYOU. “Meditation is a powerful tool that’s been adopted by elite athletes around the world, yet you rarely see fitness studios incorporate it into their routine. From enhanced concentration and greater mental clarity to reduced stress and a boosted immune system, we want to introduce our clients to the many benefits of meditation.”

In addition to meditation, ALTYOU offers mindfulness training. Unlike meditation, which is a formal practice of finding peace from within, mindfulness is an informal practice of moment awareness that can be applied to any waking situation. Led by Certified Mindfulness Trainer [Maria Kahn](#), ALTYOU’s mindfulness practice provides individuals with concrete, reliable strategies to help obtain balance, stability and sustainable stress relief in their personal lives.

Incorporating patience and compassion, Kahn uses an applied approach to guide students to their own internal resources to manage a variety of physical, mental and emotional conditions, including stress, sleeping disorders, anxiety, depression, high-blood pressure, chronic pain, fatigue, headaches and more.

### Kaizen

Kaizen is the Japanese term for “continuous improvement.” At ALTYOU, participants are encouraged to add small, actionable tasks to their lives each week. ALTYOU focuses on seven fundamentals of continuous improvement: sleep, nourish, relax, connect, smile, purify and notice.

“We believe that by gently adding a variety of positive behaviors and habits to our lifestyles, while generously supporting one another, we can improve our lives greatly,” said Gosch. “If you want to make long-term, positive changes for your mind and body, we believe you’ll get the best results by following a consistent, sustainable approach.”

Kaizen is a complimentary added value to all ALTYOU members.

### COVID-19 Safety Compliance

ALTYOU’s classes provide individual workout stations that are well-equipped for today’s health reality. In addition, ALTYOU follows all COVID-19 guidelines recommended by the Centers for Disease Control and Prevention (CDC) and has implemented a series of [COVID-19](#) precautionary measures to protect the health and safety of its members, including:

- ALTYOU uses a leading, hospital-grade disinfecting air filtration system that is 40 times more efficient than the HEPA filter, which is recommended by the CDC
- Plastic partitions separate each workout station
- Masks are mandatory. ALTYOU will provide masks to anyone who does not have one
- Each workout station has its own personal sanitation station
- Every participant gets his or her own equipment that no one else touches during the class
- All equipment is sanitized thoroughly after each use, as well as at the beginning and end of each day

“We know that health is a top concern right now,” said Gosch. “It’s certainly a top priority at ALTYOU. We’re committed to keeping our community safe, while introducing clients to a fitness routine designed to help them live longer, healthier, happier lives.”

#### ABOUT ALTYOU

Located at 5363 Main Street in Williamsville, NY, ALTYOU offers an alternative approach to fitness, combining the fundamental principles of movement, meditation and community to help people build and sustain a happier, healthier lifestyle. ALTYOU’s signature classes are comprised of choreographed routines using a variety of equipment, including Technogym’s Kinesis One and ALTYOU’s proprietary implements, both carefully combined with selected movements inspired by the practices of Yoga and Tai chi. Classes also introduce participants to the benefits of meditation and Kaizen, which is Japanese for “continuous improvement,” and incorporates various wellness fundamentals to help people improve their lifestyle. For more information, visit [www.altyou.com](http://www.altyou.com).

#### ABOUT BOB GOSCH, ALTYOU CO-FOUNDER

ALTYOU was co-created by Bob Gosch, a veteran in the fitness industry with over 40 years of experience, ranging from a national-champion bodybuilder to an accomplished personal trainer. Having owned five successful health and fitness facilities, he has witnessed industry trends come and go because they didn’t address the most powerful driver of human performance — the mind. While Bob has always employed a comprehensive approach to wellness, he solidified the ALTYOU process during a personal bout with cancer. After successfully going into remission with minimal side effects from treatment, Bob realized that anyone could benefit from this approach to achieve resiliency and self-improvement in all areas of life. Just as he encourages his clients to live curiously, Bob employs the same mindset to his own life and fitness philosophy. He regularly invests his time, resources, and energy into advancing the ALTYOU program, ensuring each component is supported by the latest research for maximum results.

#### ABOUT RICK LEUGEMORS

As a partner at Buffalo and Rochester Athletic Club, ALTYOU Co-founder Rick Leugemors has 23 years of experience building, developing, owning and operating 13 fitness chains located in Buffalo and Rochester. A certified meditation teacher through the Veda Center, Rick developed ALTYOU’s meditation program. He is also a Forks Over Knives Plant-Based Culinary Coach, helping people source, prepare and enjoy a more plant-based, whole foods nutrition plan. Rick graduated from the University of Buffalo with a degree in Physical Education and taught physical education, Regents health and math in the Williamsville and Buffalo Public School Systems. He is also a certified meditation teacher through the Veda Center.