



PHYSICAL FITNESS IS A LIFESTYLE. OURS IS LIVE CYCLE DELIGHT.

I'm Amina, and my fitness philosophy is trifold: train, sweat, restore. These three pillars represent a total training system and are the foundation of my fitness studio, Live Cycle Delight (LCD).

LCD offers group fitness classes, including TRX and core strength training, indoor cycling and outdoor social rides, and restorative yoga. I champion physical health to support positive mental health and encourage people to thrive in their workouts and in their everyday lives.

With boutique cycling studios on the rise in recent years, LCD is on-trend and the answer to prayers of fitness enthusiasts who live and work in downtown Detroit and neighboring communities. A well-appointed establishment in the heart of the city, LCD caters to those who value carefully curated group fitness activities and a strong sense of community. The combination of cycling, strength training, and yoga under one roof makes LCD a coveted destination for individuals of all fitness levels.

My studio partners with local community organizations, such as the Greening of Detroit and Downtown Parks Association, to host community fitness activities. I have also established partnerships with national organizations to co-sponsor fitness events in Detroit and beyond. For example in March, LCD collaborated with NYC's Harlem Run for a *Run Action Detroit* event and will organize additional events this spring.

WHY PARTNER?

As a leader in Detroit's fitness arena, with established business and social communities, I am trusted by your target market on a national level. I have created a personal brand that celebrates an individual's total well being with the integration of fitness to create a *complete healthy lifestyle*. Clients and partners have utmost confidence in my personal and professional integrity, which lends additional strength to future partnerships.

Detroit is a city in the midst of economic restoration, fueled by a collaboration of people of all cultures and ages. My work taps into the spirit of those who want to make a positive change in themselves and in the communities where they work and live. Detroit was recently named one of the top ten affordable cities in America, as well as a tech hub. The

positive press and initiatives from government and business leaders to attract more residents to live, work, and play in Detroit inspires our brand initiatives as well. Aligning yourself with us—industry leaders in a city on the verge of greatness—is essential to establish trust and preference for your brand.

Partnering with LCD will seamlessly bring your brand into the rapidly developing world of Detroit's social fitness community.

LCD'S PILLARS OF PHYSICAL FITNESS: TRAIN. SWEAT. RESTORE.

I launched LCD on three pillars of fitness, which I believe to be an essential formula for balance of mind, body, and spirit. Our team teaches that only when harnessing the power inside ourselves do we create truly powerful and disciplined athletes. Our team and I sculpt bodies through focus and drive in a complete fitness program. As a leader, my fearless coaching method creates an ethos of giving more in the moment to feel the burn of success. Our team encourages fitness through resistance training, sweating through high-intensity aerobic activity, and restoration through breath, meditation, and asana.

TRAIN.

Strength training in the form of TRX, free weights, and core work offer the tools to establish and maintain a strong, healthy body. The results of training go beyond vanity; our focus is building and toning muscles to support bone health and lifelong physical fitness.

SWEAT.

Nothing competes with the calorie burn of indoor cycling. Drenched is the goal and our instructors get you there with dynamic movement choreographed to upbeat music. We don't stop with stationary bikes; our fitness crew takes bikes into the community, promoting safety, exploring local cycling hubs, and showing the Detroit community that developing strength through outdoor physical activity is fun and exciting.

RESTORE.

The complement to our strength and cardio classes is a variety of yoga practices which enhance body restoration. We offer Sun Salutations, Slow Flow, Restorative, Yin, and Nidra. Any and all of these variations gently complete the circle of wellness. Controlled yoga movement allows a deeper understanding of wellness by encouraging mindfulness, reflection, and clean living.

COMMUNITY.

I am on fire to create more accessible fitness opportunities in my city. After spending years as an underdog, Detroit is finally seeing its long-awaited revitalization. I returned to my home from NYC to be a catalyst of change, and be an integral part of the transformation of Detroit into a city of inclusion and a frontrunner for fitness innovation.

WINNER OF HATCH DETROIT 2015
RECIPIENT OF MOTOR MATCH 2016

The Hatch Competition, sponsored by Comerica Bank, is built on the idea of crowd entrepreneurship, giving community members a role in Detroit's redevelopment. Out of 10 finalists, I emerged as the winner of a \$50,000 grant to open LiveCycle Delight's brick and mortar studio. My success can be attributed to a well-executed social media strategy, which allowed me to spread the word about my concept to open Detroit's first spin studio. I was also fortunate to be the recipient of Motor City Match 2016, which offers funding to fuel the city's entrepreneurial revolution. My efforts also resulted in being named by the Michigan Chronicle in 2015 in their list of "40 under 40."

ABOUT ME.

I am a passionate and pioneering fitness leader. I have a high-powered combination of retail, marketing, and brand representation experience.

Thanks to over 10 years of success in luxury retail management and client service assistance in New York City, Atlanta, and Los Angeles, I have honed world-class customer service skills as a representative of global brands, including French Connection, Michael Kors, Juicy Couture, G-Star, and Tommy Hilfiger. I also have over a decade of on-the-ground retail and sales experience, working in high-energy urban markets in New York, L.A., and Atlanta, selling contemporary active wear and luxury apparel.

In addition, I have extensive experience in social marketing and content contribution for brands, including Honey Magazine online, the Loud Speakers Network, Lace by Tanaya, and Tot Squad. My leadership and initiatives increased brand awareness, digital revenue, enhanced brand engagement; these brands still enjoy lasting success as a result of my work.

In New York City, I fell in love with cycling as a complete source of exercise and eco-friendly transportation. After surviving and recovering from a bicycle accident, I realized there was a need for space that promoted awareness and safety, in addition to fitness enjoyment. Beyond cycling, I am a passionate yogi who is committed to connecting individuals to a fit lifestyle, while promoting healthy habits in my community.

As a frequent guest on the Combat Jack Show and co-host for Reality Check—a podcast on the Loud Speakers Network—I have developed a nationally-recognized fitness community, leadership, and brand advocacy presence.

I hold fitness certifications in Indoor Cycling by Stages Indoor Cycling, Schwinn Bikes, and Real Ryder, SCW Group Strength, Personal Training, TRX Camps, TRX Group Fitness, TRX Rip Trainer, and RYS200 from Kripalu. I obtained a bachelor's degree in Public Relations from Clark Atlanta University.

LET'S TALK.

I sought out Under Armour for a reason. Your values of athlete empowerment, passion, timeless products, and unyielding innovation aligns with my own.

I believe in Under Armour, and together we will ensure Detroit does, too.

TIME TO CONNECT.

Voice: (1) 313-516-0424

Text: amina@livecycledelight.com