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## FIVE TIPS FOR STICKING TO YOUR FITNESS RESOLUTIONS

### *Master Lock Offers Advice for a New You in the New Year*

**MILWAUKEE, Wis., January 13, 2014** – A new year means a fresh start, and for 45 percent of Americans\*, this means making New Year’s resolutions, of which 38 percent are related to health and fitness. However, one in four people who make resolutions don’t even make it past the first week of the new year and only eight percent are successful in achieving their resolutions\*.

“One of the best goals you can make for yourself is to commit to a healthier year, but despite our best intentions, this goal does not always stand the test of time,” said Rebecca Smith, vice president, marketing for Master Lock. “Now’s not the time to quit, but rather to evaluate your progress and how you can overcome challenges to reach your goal.”

If you’ve joined a gym, resolved to get in shape this year or set another New Year’s goal, Master Lock offers a few tips to help you stick with it.

- 1. Check your resolutions.** Giving a new goal the title of a “New Year’s Resolution” can sometimes make it seem like a gigantic, intimidating target. Now that you’ve had a few weeks to jumpstart your new you, take a step back to see how you’re progressing. Do you already feel like giving up? Are you losing your motivation to follow through? If so, this might be a time to rethink your objective. For example, if you’re not a fitness buff, don’t ask yourself to turn into one overnight. Instead, think about where you are today and set a goal that is not too far away so you can experience the success of achieving that goal. That way, when you set the bar even higher, your next benchmark won’t seem so far away.
- 2. Make it easy.** If health and fitness is a goal of yours, give yourself every opportunity to attain it. By making small changes to your everyday routine, you can set yourself up for success. Examine what you do right now, and see if there’s a way to make maintaining your goal easier. For example, make a few playlists so that you have a new soundtrack for each day’s workout or pack a gym bag in the morning before work so that you can head straight to the gym instead of risking the chance to stay home once you arrive home. Just remember to lock up your clothes and valuables! The [1500iD Speed Dial](#) set-your-own combination padlock opens on directional up-down-left-right movements for faster, easier operation.
- 3. Spice it up.** A common cause for lapsing fitness resolutions is boredom. If you’ve recently joined a new gym or vowed to increase your workouts but are starting to feel boredom creeping in, try switching up your workout routine. Many gyms offer group classes for no additional charge and can help keep your workout on the calendar when you can add a class to your schedule at a specific time. Didn’t join a gym? You can get the group exercise feel at home too by purchasing or streaming a variety of workout DVDs such as dance workouts, strength workouts,

Pilates or yoga. Having something new to do each time you lace up your sneakers may help both your body and your mind.

- 4. Be accountable.** Put your reputation on the line and tell your friends or your loved ones about your resolution. They can provide support, keep you focused and keep you in check. You can also consider joining an online community or a local club whether you're looking to lose weight or train for the next marathon.

If public sharing isn't for you, find a friend who also has a specific goal they'd like to reach, and check in with them daily or weekly as the year goes on. A gym buddy might be the best motivator there is because if you don't show up, you might not only be letting yourself down, but your buddy too.

- 5. Stay positive.** Remember to phrase your goals in a positive light rather than a negative light to help you achieve them. Think about what you will do, not what you won't do. For example, rather than thinking, "I can't skip the gym," think, "I always feel so much better after my workout – I love that feeling."

To keep yourself motivated and see the progress you've made thus far, make a visual representation of your goal – of where you are now and where you want to be. Create a chart, list or calendar and keep track of each time you make it one step further.

#### **About Master Lock**

Master Lock is the world's largest manufacturer of [padlocks](#) and related security products providing innovative security solutions for home, automotive, campus, power sports, bike and storage security needs for consumers and industry alike. Master Lock Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security, Inc. (NYSE: FBHS) is included in the S&P MidCap 400 Index. For more information about Master Lock, visit [www.masterlock.com](http://www.masterlock.com).

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