

Warm up the body for the ultimate swim

(Video for CGI - October 2012)

Video Shooting/Editing: Alex Somma
Actress: Allegra Leland
Script/Concept: Craig Ruvere
Length: Approximately 4 minutes

CGI logo appears on screen/music in the background. After a few seconds logo fades out and the camera pans around the CGI pool quickly. The following text fades in: "Warm up the body for the ultimate swim". Camera fades in on SWIMMER standing poolside.

SWIMMER

If swimming is a part of your regular fitness routine, I have a question for you: are you warming up before diving in?

Hi, I'm Allegra with CGI Holistic Fitness and if you answered no, then I'm here to show you a few quick and easy stretches you can do before getting your feet wet. (beat)

Swimming is no different than any other exercise. Going from a passive state to an active one too quickly without warming up can cause damage to your body over time, not to mention you won't really be getting the full benefits of the exercise. If you're going to set aside time to work out, shouldn't you get the maximum results? So let's get started! (beat)

First, stand up tall and grab one ankle with the same hand - pulling it gently towards your backside. Hold it

there for 20 seconds before doing the other side. (pause)

Okay, next clasp your hands behind your back and bend forward - lifting your arms high into the air. Just stay there for a few beats...a little more. Now slowly stand up tall again. (pause)

To further open up the chest, clasp your hands together again, but this time raise them high above your head so you're standing long and tall. Now take a deep stretch. Hold it there for about 20 seconds. (pause)

Finally, let's do a gentle twist to loosen up the hips. Stand about shoulder width apart and just slowly twist from side to side. You can even circle your entire torso area to really wake up your muscles.

Now just shake out your entire body and you're ready to go!

(Actress climbs into the pool.)

With just a few short stretches, you're body is now ready to achieve all the benefits a swimming routine can provide. Come get inspired at CGI Holistic Fitness!

Actress swims away and CGI logo fades in along with our phone number and website.