

Longest affiliated member to be honored

Pioneer Of Multi-Use Health Club Celebrates 35th Anniversary Where It All Began

CHICAGO (July 31, 2007) -- **On August 9 at 7 p.m.**, Lakeshore Athletic Club in Lincoln Park will celebrate its 35th anniversary with a Member Appreciation Party. It will honor members and their families who have been with the club for ten years or more. Although this party will not be open to the public, the media is invited to meet some of the people who have been with the Health Club revolution since its very beginnings. **At 8:00 p.m. their longest affiliated active member will be presented with a 4 night/5 day "All about Fitness Package" for two** at the elite 4 Diamond rated Green Valley Spa in Utah. The package includes airfare, meals, spa treatments, daily guided hikes, fitness, aerobic, yoga and pilates classes, mediation and lectures.

The club, at 1320 W. Fullerton in Chicago, was founded by brothers Walter and Jordon Kaiser in 1972. It was known then as the Lakeshore Racquet Club and started with tennis. In the years that followed, they added racquetball and "a few machines in the corner," the brothers recall. When the building was demolished by the major 1979 snowstorm that also led to the election of Jane Byrne as Chicago's mayor, **the Kaiser's built the world's first multi-use health club.** They had noticed that the machines in the corner, then innovative Nautilus equipment, were constantly being used. Their reading about the relatively new concept of aerobics, and the increasing popularity of running, added to their store of ideas for the new facility, which opened in January, 1980.

Lakeshore was also instrumental in the redevelopment of the Lincoln Park area from industrial to residential. "We were a major selling point for developers," Walter says. Today, the 180,000-square-foot Lincoln Park facility includes a 1/4-mile running track, indoor and outside tennis courts, racquetball, squash, a cardiovascular room, a treadmill room, a free weight room, a selector zed weight equipment room, a full court gym for both basketball and volleyball, a spinning studio, group exercise studios, adult and children's swimming pools, a pro shop, physical therapy, massage, nail, waxing and facial services, a roof-top sundeck with cafe, a restaurant and lounge area, childcare facilities, locker rooms with full amenities and free parking.

Lakeshore owns or operates six facilities: Lincoln Park, Downtown, Illinois Center and Streeterville, plus the Spa and Fitness Club in Costa Mesa, California, and the Pinnacle Athletic Club in Mishawaka, Indiana. It manages an additional five facilities, including health centers associated with hospitals. Its clubs have more than 20,000 members and Lakeshore is consistently ranked as one of the top 25 Clubs and Chains in North America by Club Industry Magazine.

This will be the largest party celebrating the Clubs' milestone year. Others were held Downtown, at Illinois Center and at Streeterville. Members at LSAC's family-oriented clubs include celebrities, politicians, business people. There is also a series of competitions highlighting club activities (tennis, a 5K run, etc.) which are expected to become annual events.

The Kaiser Brothers have been involved in developing more than 15-million square feet of real estate properties across the residential, commercial, industrial and hospitality arenas. As founders of the World Hockey Association, they owned the Chicago Cougars hockey team. They ran and promoted the Virginia Slims tennis tournament in Chicago, and were founders of World Team Tennis with Billie Jean King and owned the Chicago Aces tennis team.