

PrimeFITT

# MEDIA KIT



Senior Fitness Specialist

# Timothy Carney

FITNESS COACH

[www.PrimeFITTLife.com](http://www.PrimeFITTLife.com)

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# ABOUT TIM

Timothy Carney, a Retired Firefighter, is a Personal Trainer, Fitness Coach, and Fitness Instructor who now specializes working with those over 50, looking to develop a personalized blueprint to regain their health and youthful vitality.

Tim Founded Firehouse-Fitness, LLC to assist Fire Departments start Wellness/Fitness programs in their jurisdictions. After retiring from the fire service after 33 years, Tim recommitted himself to continue to provide Wellness & Fitness programming. For many years Tim worked one-on-one with people from their 30's thru their 80's. It became clear that no age was too late to turn a lifestyle from sedentary to extraordinary. Through his work in private fitness facilities, recreation centers, and even in senior residential communities he found that those over 50 are in need of age appropriate "FUNctional" training classes, and health-based lifestyle instruction that will lead to improving overall health and functional fitness capabilities.

Tim developed a NEW set of protocols through his PrimeFITT brand, and the [www.PrimeFITTlife.com](http://www.PrimeFITTlife.com) platform. He works with small or large groups coaching and training those interested in maximizing their efforts and optimizing their potential and living the life of their dreams.

PrimeFITTlife has recently launched an initiative "**Forever-FITT**", to offer common sense, appropriately structured fitness programming for seniors who want to and need to get moving and exercising to improve their quality of LIFE. This initiative is a **FREE** program that can offer weekly fitness and health-based instruction in senior housing facilities with like-minded fitness professionals looking to give back to the communities that they live and work in.

Tim is extremely passionate about spreading his belief that anyone at any age and fitness level can improve their life with a "**Fitness First**" attitude. He has seen firsthand how starting from step one, anyone can walk themselves into a better lifestyle, and **THRIVE** for **MORE**.



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# BACKSTORY



Hello there! I am Timothy Carney a normal guy with over 60 year old genes, but with teenage enthusiasm and a desire to spread my passion for fitness around the globe. I grew up in a traditional small suburban city in Northeast Ohio where we ran, biked, and played street sports dreaming of one day being a successful professional athlete. Life had a different plan in mind for me and instead, I spent 33 years as a professional firefighter learning how to train firefighters to prepare and excel in this rewarding but physically demanding career. I became a certified personal trainer and developed wellness/fitness programs through my Firehouse-Fitness platform that was used to construct the blueprint I continue to use today with clients of all ages and abilities.

In 2021 I created and launched my **PrimeFITT** brand of programs that are designed specifically for those **over 50** who are looking for no nonsense, age and fitness appropriate methods to revitalize their lives and maximize their health. With my individualized and group based coaching programs I am bringing my passion for fitness to community, recreation, and senior centers.

I was honored to serve my community as a firefighter and am looking to give back to it with a new initiative called **"Forever-Fitt"**. This program looks to match local fitness professionals and available fitness equipment, to implement my fitness-first centered approach to improving the health and fitness of seniors in senior communities and residential facilities around the area, and across the country.

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# QUALIFICATIONS:



Retired Professional Firefighter, (1980)



ACE Certified Personal Trainer (1992)



Owner/Operator: Firehouse-Fitness, LLC (2005)



Wellness/Fitness program developer, instructor (2008)

Silver Sneakers programs instructor (2014)



Owner/Operator: PrimeFITLife (2021)

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# SIGNATURE PROGRAMS:

**FUNctionally-FITT:** functional exercises and workouts designed to build strength, stability, and flexibility for you and your lifestyle.



**Wellness/Fitness Coaching Program:** A 12 module learning experience designed to construct and strengthen the 4 cornerstones of a healthier life that will empower you to achieve your goals and fulfill your dreams.



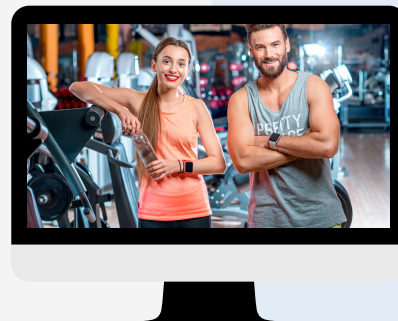
**On Board 101:** The key to long-term, permanent weight-management and overall health starts with education. What you learn in this 12-Chapter course will guide you for the rest of your life. In just 12 Chapters you will have the knowledge and tools to take control... forever!



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# SIGNATURE PROGRAMS:

**1-on-1 Coaching & Training Program:** This program offers are common sense methods to capitalize and advance your current level of fitness by developing a personal blueprint for you. Your current situation, and your goals will dictate where we start. What you are looking to accomplish will drive where we go. If you are looking to lose some unnecessary body fat, to function better in YOUR life, or to get back to your younger more flexible self, the 1-on-1 program will do just that.

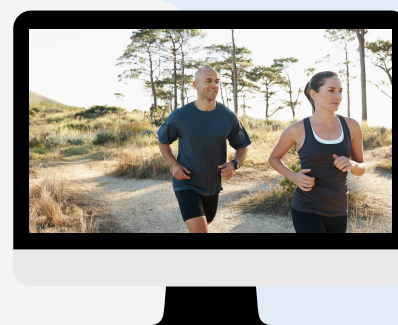


## Small Group Coaching & Training Program:

This base-level coaching program was designed and developed to improve overall health with a fitness-first approach. It is an appropriate program regardless of your age or current health condition. Enrolling and working with me in the small group program is a mutual commitment. Once you commit to YOURSELF, and to the group, I will commit to work with YOU, for YOU, for as long as you need my help! I know that once you understand how your unique set of needs and capabilities can be BEST optimized, your fitness level and confidence will SOAR. At that point, we can discuss how a monthly check-in session, or how a monthly membership with access to our library of exercise programs and videos can support you and your lifestyle long-term.



**Forever-FITT:** This new initiative brings basic fitness and instruction into communities with overwhelming needs, but limited resources. Our community partners will supervise residents as they improve their outlook and zest for life with basic appropriate exercise programming.



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# SPEAKING TOPICS:

- ✓ Getting started: Going from sedentary to extraordinary one step at a time.
- ✓ How to balance your life's style: finding and staying focused on results and goals.
- ✓ Fitness vs. Fatness: Why you need different approaches after 50.
- ✓ Why you need a coach in your corner to optimize your efforts and maximize your outcome.
- ✓ The keys to Wellness & increasing your Health account.



**PrimeFITT**

**GET IN TOUCH**

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