



VIC TANNY OPENS "FLAGSHIP" CLUB IN BLOOMFIELD

From its outstanding reception area looking into a garden-like olympic pool, to the sixteenth-of-a-mile running track that circles its racquetball courts, the new Vic Tanny Bloomfield Executive Health & Racquet Club has been hailed by every health industry expert as the "Health Club of the future, today."

The formal unveiling of the \$2 million, 31,000 square foot Executive Club this weekend, at 6420 Telegraph Rd., just north of Maple Rd., will introduce to the public what Vic Tanny President and Owner, Roy Zurkowski, describes as "the flagship" club of the entire fleet of his well over 100 clubs in this country. "We took the best of all health clubs and facilities around the country and put them all into the Bloomfield Executive Club."

It was Zurkowski's initial concept to give Executive Club members a total health club which would include the fast-growing sport of racquetball, an indoor track for jogging, plus indoor swimming and workout areas that are unsurpassed.

"Everything was planned from start to finish," says Zurkowski, "with the members convenience and luxury in mind." Playing major roles with Zurkowski in designing the club were Mike Lucci, Vice President of Vic Tanny International, and Dominic Loreti, Executive Director of Construction and Engineering for Vic Tanny International.

The major construction was done by H.F. Campbell and Company, with the interior decor by internationally known environmental designer Brent Cornwall, of Ft. Lauderdale, Fla.

The multi-level building is done in earth tones and natural woods. The facility includes a luxurious lounge area overlooking the gigantic garden pool. In the lounge area are the executive offices, plus a pro shop, and a juice bar for the member's convenience.

The workout areas include all of the most modern equipment from Paramount, Nautilus and Universal. These new machines help members get the most from each workout.

Vice President Mike Lucci says, "Not only are we proud of the physical facility, we are equally proud of the fine staff of instructors and managers who will be running the Executive Health Club." General Manager of the club will be Bill Stafford, the ex-major league pitcher who has been with Vic Tanny for the past five years. The men's manager is a ten-year Vic Tanny veteran, Al Welch. Women's manager will be Karen Sieloff who says the pre-opening response to the new club "has been phenomenal."

In addition to the already mentioned facilities, the Executive Health Club has one tournament racquetball court with a permanent spectator viewing area, complete steam, sauna and sun rooms in both the men's and women's areas, and a coed whirlpool adjacent to the olympic-size pool overlooking six other indoor racquetball courts. Massage facilities are also offered on a reservation basis.

Participating in the opening weekend festivities will be a host of local celebrities from the world of sports and the media.

The club will be open daily from

8 a.m. to 10 p.m., and from 8 a.m. to 8 p.m. on Saturday and Sunday. It will be closed only two days a year - Christmas and Easter. Members must be 18 years of age or older.

In picking the Telegraph and Maple Roads site for the club, owner Zurkowski says, "Our studies showed that people in this area are extreme ly health conscious and desired a complete club where they could workout, play a game of handball or racquetball, swim, jog, or just enjoy

the benefits of the sauna, steam rooms and the whirlpool. So, we set about building the complete health club and that's what we have."

Zurkowski pointed out the construction of the building was designed in order to save as many trees as possible and that future landscaping will enhance the club's appearance. "We are very proud of becoming part of the Bloomfield Community and its future health," Zurkowski said.

Vic Tanny Growing Rapidly

The year was 1962. John Glenn had just orbited the world three times in space capsule Friendship 7. It was also the year Roy Zurkowski took over Vic Tanny International and began the most ambitious expansion and development program in the history of the health club business.

Fourteen years later, Vic Tanny International has become the largest chain of health club facilities in the world, serving some half million members through over one hundred outlets from coast to coast. Zurkowski took over the Detroit area with three clubs, and began his own version of Space Age development.

"People first started to become really health conscious in the early sixties," says Vic Tanny President and owner, Roy Zurkowski, who established his International headquarters in Dearborn, Michigan, "and we like to think that we helped play a major role in helping Americans get in shape during the last decade and a half."

When Zurkowski took over the Vic Tanny clubs and operations, the health club industry had been in something of a decline and most gyms were looked at as just places for body-builders and weight-lifters. He put the "health" aspect back in the business of health clubs.

The first goal was to upgrade the clubs, renovate them and create an atmosphere in which men and women could enjoy working out, feel good, and get into shape. As the local Vic Tanny clubs began to shape up and shape people up, there was a clamor for more.

As Vic Tanny expanded into the Detroit area, the enterprising Zurkowski began to acquire other health club operations around the country in Illinois, Wisconsin, Florida, Ohio, California, Texas, Missouri and Tennessee, turning around these operations almost overnight. This has virtually changed the industry from what had been a "gym business," to one of complete health facilities, which include the most modern of equipment and buildings and facilities that have the look and feel of country clubs.

Zurkowski was one of the first to see the current boom in racquet sports and began building courts within their major new clubs like the 20,000 square foot Dearborn Vic Tanny and the Knoxville, Tenn.

Vic Tanny which includes seven indoor and ten outdoor tennis courts in its 80,000 square feet.

Currently the drawing boards are full of plans for new clubs in Michigan (Lansing, Saginaw, Port Huron, etc.), Ohio, Florida, Missouri, Illinois, California, Texas and Wisconsin.

The fall-winter of 1976-77 has been a big one in the expansion program with two additional clubs opening in the Detroit area (Windsor and Monroe), in addition to the luxurious new Bloomfield Executive Health & Racquet Club. Two new clubs opened in Ohio (Mentor and Youngstown) and two new ones are under way in Florida.

Zurkowski is approached almost weekly by smaller health club chains, seeking his expertise. Currently Vic Tanny International is looking at plans to take over a chain in Baltimore and New York City, plus other East Coast points. These plans are now near completion and this would add another 47 clubs to the international chain, already the largest in the health club industry with its 100-plus clubs.

As the expansion program continued, Zurkowski realized that Vic Tanny had a responsibility to provide the very latest in health information for its members, from diets to all types of conditioning programs.

To help guide this aspect of the giant chain, a Vic Tanny Advisory Board was formed to provide the most current and best health and conditioning programs available. The Vic Tanny Advisory Board now consists of internationally respected and known authorities such as: Captain James A. Lovell Jr., former astronaut and currently head of the President's Council of Physical Fitness and Sports; Hans Kugler, author of "Slowly Down the Aging Process" and a leading researcher in gerontology and preventive medicine; Charles Coker, reknowned U.S. track coach who produced 23 medal winners in Olympic game competition, and a national leader in athletic conditioning; Dr. Bruno Balke, international innovator in cardiac stress testing and the founder-editor of the "Journal of Medicine and Science in Sports." Dr. Thomas Cureton, Professor of physical education at the University of Illinois, and founding fellow of the American College of Sports Medicine and editor of

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Moonwalker to Appear at Grand Opening

Appearing at the Grand Opening of the new Vic Tanny Bloomfield Executive Health & Racquet Club will be Captain James L. Lovell Jr., U.S.N.R. The former lunar astronaut will be in attendance both Friday and Saturday for the Club's Grand Opening. Captain Lovell is Chairman

of the President's Council on Physical Fitness and a member of the Vic Tanny International Advisory Board. Pictured here with Captain Lovell is Roy Zurkowski, President of Vic Tanny International. Both were in attendance at the Chicago Health Consortium."



Celebrities Appearing for Charity

A host of area media and sports celebrities will be on hand for the three-day gala opening of the Bloomfield Vic Tanny Executive Health & Racquet Club to compete in a charity racquetball exhibition for the benefit of the Michigan Heart Association and the Spaulding for Children Fund.

Celebrities such as: Mike Lucci, J.P. McCarthy, Sonny Elliot, Ray Lane, Jerry Hodak, Marilyn Turner, John Kelly, Bill Bonds, Greg Landry, Jimmy Rutherford, Al Ackerman, Hank Aguirre, Tommy Hudspeth, Joe Schmidt, Bob Reynolds, Ron Kramer, Lowell James, Joe Polignone, Nick Purian, Bob Talbert, Al Kaline

and Paul Naumoff will be playing in a series of matches throughout the weekend.

These matches will take place in the Executive Club's tournament court, which has a seated viewing area for spectators.

One particular challenge match will pit weathermen Elliot and Hodak; and another will find ex-Tiger great Kaline taking on Lion linebacker Naumoff in special matches.

In addition to these celebrities, Eastern Michigan University's Aquatic Team will be performing exhibitions throughout the weekend in the new garden-styled olympic pool area.



On Location with Farrah Fawcett-Majors

Vic Tanny International President and Owner, Roy Zurkowski, is pictured with the star of the new Vic Tanny International commercials, Farrah Fawcett-Majors, on the set in Hollywood during the filming of the health change new commercials

this past December. Zurkowski was on hand to supervise the shooting of a series of television commercials and print ads which will feature Farrah Fawcett-Majors, the "hottest" female actress on the scene today.