

MEDIA RELEASE

For Immediate Release

CELEBRITY TRANSFORMATION DUO BRING AUSTRALIA'S MOST EXCLUSIVE PERSONAL TRAINING EXPERIENCE TO SYDNEY'S CBD

You'd know them as the husband and wife team behind Australia's most jaw dropping transformations, such as Guy Sebastian, Osher Günsberg, Rodger Corser, and Pete Murray. Now the world's #1 celebrity transformation duo, Chief Brabon & Emilie Brabon-Hames, have teamed up with Australia & New Zealand's leading luxury lifestyle magazine The Robb Report, and Australia's premier private members club Citizen Kanebridge, to offer an über-exclusive personal training experience inside one of the country's most historic, and prestigious private establishments, The Royal Automobile Club of Australia (RACA).

It has been 3 years since COVID lockdowns forced the pair to close their popular Rocks based Sweat & Social Club, which had become the training destination of numerous business titans, and high profile celebs, such as Larry Emdur, Karl Stefanovic, David Campbell, Sally Obermeder, and Samantha Jade.

Though the couple quickly reopened in the Eastern Beaches suburb of Malabar, they have been longing to get back to the heart of the city, to provide a more central location for their widespread clientele. "During COVID the majority of our former city clients were more than happy to make the trek out to the suburbs each day to train." Says Chief, "But with almost everyone back in the office now, both time constraints, and traffic, have meant that some individuals have had to put their training on hold".

Situated at 89 Macquarie St, The RACA has been a haven for its well-heeled members since 1897. The beautifully presented, heritage listed, 5 story building houses a private dining room, lounge bar, accommodation, business & meeting facilities, the new Robb Report roof-top bar, and a well-appointed Wellness Centre which will become the couples new base of operations in the CBD.

Their "Rhodium" level training experience (that's right, there is a metal even more valuable than platinum), starts when you arrive at the club's on-sight garage and hand your keys to the valet. Once inside the wellness centre your training is personally overseen by Chief & Em, in the spacious and well equipped Gymnasium. Upon finishing your worldclass workout, you can shed your sweaty gear, and put it straight into your personalised laundry bag, to have it washed, dried and folded ready for your next visit. From here you can then head straight into the sauna or steam room to recover both physically and mentally. Once you are showered, dressed and ready for the rest of your day, you can even pick up your pre-ordered post-workout meal before heading back down to the valet to collect your car.

To give you some idea of just how exclusive this opportunity will be, the duo will only be accepting 12 individuals on their CBD roster, at any given time. "I've been a coach for close to 30yrs now, and Chief for over 35yrs". explains Emilie. "We have both reached a point where we appreciate being able to choose who we want to work with. We love the community that we have created, and are simply not looking to dilute that".

It is important to note that clients are NOT required to be current members of the RACA, or to join the club once they start training.

With the pair commenced their residency at the RACA as of September 1st, and are currently accepting client applications at www.SweatAndSocialClub.com.au .

High res images are available at: <https://tinyurl.com/SSclmages>

For more details please contact Chief on 0437 770 030, or at Enquiries@SweatAndSocial.com.au