



PRESS RELEASE

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## **Maximum Performance to open new location in Machesney Park**

**Personal training and weight-loss specialists to occupy 12,000 square feet at the Machesney Town Center**

**MACHESNEY PARK, IL (March 31, 2017)** – A fitness training facility specializing in individualized and group training will be opening in the former JCPenney at 8702 N. 2<sup>nd</sup> Street.

Maximum Performance Fitness Training, Inc. offers 28-day transformational programs and weight loss boot-camps. Owner Mike Zahniser has locations in Roscoe, Loves Park, and Belvidere, and will be opening an 11,828 square-foot Machesney Park location this summer. “We’re looking forward to opening our new location and to continuing our passion to train and positively motivate people,” said Zahniser.

The opening of Maximum Performance in the former JCPenney property is a significant win for the Village, who acquired the building with plans to revive the Machesney Town Center. “Maximum Performance is a great contributor to the positive momentum we are seeing at the Town Center,” said Village President Jerry Bolin. “The Village appreciates the commitment that the Zahnisers are making to this community.”

Maximum Performance is a results-driven, body transformation center. Zahniser’s team creates fitness and nutritional programs that include motivation, nutritional guidance, accountability and dynamic resistance training; all designed to get their clients the body that they want in a safe, fun and non-intimidating atmosphere.

Village staff presented a lease to the Administration and Finance Committee on Monday, March 20<sup>th</sup>, who ultimately forwarded a recommendation for approval to the Village Board for consideration. Community Development Director James Richter II said that “Maximum Performance is an excellent tenant for the JCPenney building.” Richter also said “the space they are leasing is ideal for their needs – this is a good fit for both Maximum Performance and the Village.”

Additional information regarding Maximum Performance Fitness Training is available at [www.transformrockford.com](http://www.transformrockford.com).

# Village of Machesney Park

