SHIFT
by DANA PERRI

PRESS KIT 2017

Don't think, just do!
-Dana Perri

SELF SHAPE MEN'S JOURNAL whosay KTLA5 EXTRA CBS Los Angeles Los Angeles Times

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Shaping
How
I
Feel
Today

Our dynamic classes at ***SHIFT*** are designed to create a lean and strong physique by combining cardio and strength training into high-energy, lower impact, full body workouts. Each class is tailored to honor your own body and individual strengths. LA's first and only spring floor, circuit workout studio will test your limits, encourage optimum physical performance, and reward you by feeling stronger, healthier, and more centered when you leave.

SHIFT provides you with the opportunity to truly change your life and your body . . . and have a blast doing it!

Owner and Creator, Dana Perri is dedicated to changing the lives of her clients through a unique Mind, Body, and Spirit approach. Dana works from the inside out, utilizing her many skill sets which include life coaching, personal training, group exercise and nutritional consulting. Her passion for a holistic approach to health and wellness, allows her to create challenging fitness programs that provide her clients with a distinctive experience that is a testament to the power of the human body. She inspires change and lives by example.

Dana's clients range from Academy Award winning celebrities, to business professionals, to stay-at-home moms. She shares her joy for fitness by incorporating new and emerging trends in her field. Dana encourages her clients to push themselves past their comfort zones to gain effective and maximum results. To date, Dana Perri can be credited with helping thousands of people attain their personal, physical, mental, and emotional goals. Her expertise has afforded her the opportunity to speak to audiences worldwide on the topics of fitness and health.

Dana's diverse background include experiences as a Cirque du Soleil artist, professional dancer, aerialist, choreographer, personal trainer, indoor spin instructor, life coach, and nutritional consultant. She is a Master Ambassador for Lululemon, Lorna Jane, Fabletics, and is part of the Campowerment Expert Team. She has been featured on CBS, KTLA, EXTRA, SHAPE Magazine, LA Times, as well as SELF Magazine.

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Are you ready to make the *SHIFT*?

Click here to see Dana in action!

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Step 1	Step 2	Step 3	Step 4	Step 5
Choose	Commit	Act	Indulge	SHIFT

SHIFT reminds you that the body has not lost its wisdom of how to heal. You just need to give it the right environment for a long enough period of time. With commitment and diligence you have the power to overcome any challenge.

Click here and here to learn more about Dana and SHIFT!

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"When I started training with Dana, I weighed 241 lbs and was in the worst shape of my life. In less than a year, I got down to 175 lbs. and have a stronger core in my early 60's than I've ever had. I continue to SHIFT weekly with my wife – an ex-Broadway dancer and a black belt – who told me it's the best workout she's ever done. It's no exaggeration to say that Dana has changed my life. And probably extended it!"

J.K. Simmons
Academy Award Winning Actor

"I have been exercising consistently for more than 20 years. I thought I was serious with my approach and commitment and believed I was eating properly. That all changed when I began to SHIFT. I will be 73 years old in June, and I know I'm in the best shape that I have ever been in, which I attribute to Dana Perri. She guides you, makes YOU want to be better, and most importantly, she cares. The benefits and rewards await you. All you have to do is 'JUST SHOW UP!' "

Peter S. Palmer
Entertainment Business Executive

"Dana's extensive knowledge of fitness and food is unparalleled, but what inspires me the most is her passion . . . It's contagious! With her SHIFT classes she quickly got me back on track after the birth of my first son. I have long been, and will continue to be, a Dana Perri devotee."

Sarah Lancaster
Actress

"From the first class I took with Dana, I was completely hooked. She is an amazing trainer and instructor, and is truly unique because of her positive energy and constant encouragement. Her workouts are always really hard and intense, but she makes them fun using her talent and creativity to introduce new exercises all the time so you never know what's coming next. SHIFT has totally transformed my body and is more challenging, effective and fun than any yoga, pilates or barre class in town. Dana is absolutely the best there is in fitness!"

Karine Chung
Physician

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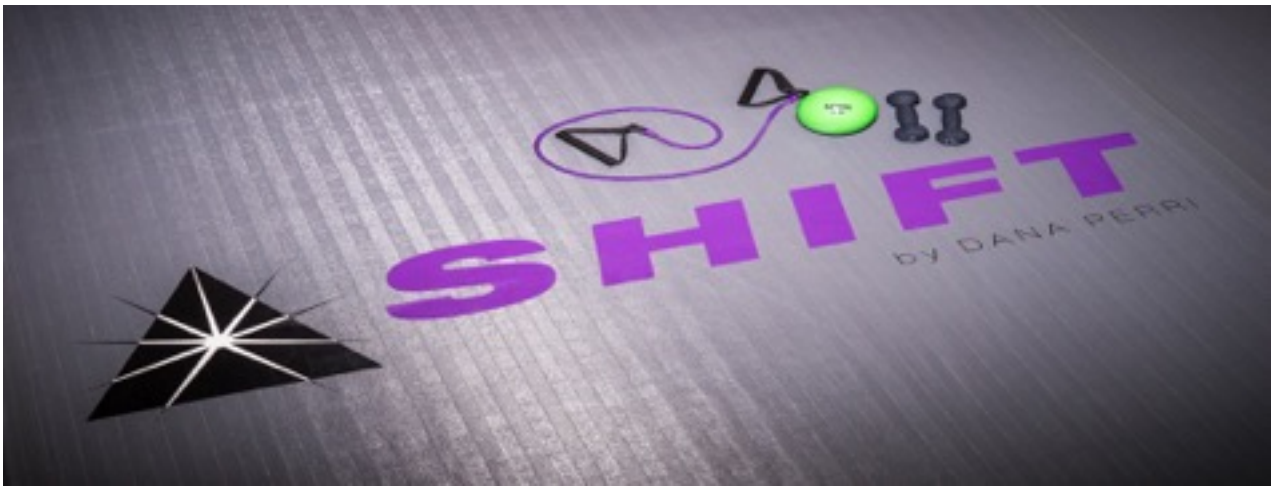

Personal Training and Nutritional Consulting

Dana Perri's personal training and nutrition programs are customized, results oriented plans that work to improve your overall fitness and health. Dana's energetic, friendly and passionate approach creates a fun and productive way to workout. Eating smart can be a joy and not a chore! You will gain inner and outer strength while creating the body and life you truly want.

The Fit Test

Through a 1-hour consultation, Dana provides "fitness therapy." With a deep understanding of your unique goals, Dana then creates a road map for your success.

Transform Together

Working out with others makes the process more fun and creates a sense of community. Dana's SHIFT family is uplifting, energetic and will encourage you to work harder.

Active Athlete

A 3-month customized food and fitness program created to keep you on track with your nutrition and health goals. Dana checks in weekly to ensure accountability and success.

Pumped Pro

A year-long food and fitness program for people committed to long-term health. Dana holds her pro-clients to the same standard of excellence to which she holds herself.

Follow up consultations and one-on-one sessions are also offered to track your progress and provide necessary recommendations to help you achieve your long-term goals.

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Looks to Kill

Founder, Dana Perri walks the walk and pumps the iron. She eats, sleeps and breathes SHIFT and stands by her philosophy so that she can inspire you to do the same.

Methods That Work

SHIFT is not just another studio to mindlessly lift weights or jog aimlessly on a treadmill, it's a lifestyle!

Dana Cares

Dana's dedication to her students and personal training clients is unparalleled. Your success is her success!

Make The SHIFT

Encouragement, community and results are just a few words to describe the SHIFT experience. We work together to push you towards your personal goals.

SHIFT Gives Back

SHIFT extends beyond the studio. Dana believes in giving back to her community through charitable works and donations.

Have Fun!

Exercising doesn't have to be a chore. With a lively atmosphere, great music, and a variety of classes, your whole attitude towards working out will SHIFT.

Be Rewarded

You'll not only feel great for getting an amazing workout, but your Mind, Body and Spirit will thank you as you continue to SHIFT day after day.

Get Social

Dana's social platforms provide you with tips and tricks for healthy living. Brands that work with SHIFT gain new followers, exposure and visibility.

Mind, Body & Spirit

The SHIFT philosophy goes beyond just physical exercise. When you join the SHIFT movement, you are transforming your life while receiving a stronger, leaner and healthier body!

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Keynote and Breakout Speaking Topics Include:

Healthy Eating Habits

- Changing Your Relationship With Food: Food for Fuel, Not Emotions
- Being Food Functional: Organizing Your Daily Intake & Shopping Habits
- The Do's and Don'ts of Diets

How to Make Working Out Fun

- Finding Your Passion
- Setting the Date: Making Workouts Non-Negotiable
- Partner Up: Exercise With People You Love
- Get Your Groove On
- Feeling Great in Your Skin

Changing the Blah Blah!

- How to Change Your Mindset
- Be Positive
- Create New Habits
- Finding Your Pause Button
- Loving Yourself and Your Body

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