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Author

Fetini, Alyssa

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Overview

TheFitWit.com (TFW) is a website for health and fitness oriented San Francisco women looking for a one-stop shop for the wellness related information that matters to them most. The website provides a clever and critical approach to a healthy San Francisco lifestyle. TFW's mission is to connect readers to the best wellness experiences and products that the Bay Area has to offer.

There are nearly half a million women in San Francisco and over close to 50 fitness centers and gyms geared towards a female only audience. Catering to female wellness addicts is a growing market and TFW is trying to get on board as the only online recourse to provide readers with news, information, reviews and an open forum to discuss these topics.

Along with providing the women of San Francisco with all the health and fitness news that's fit to print, the website will also feature discounted health, fitness and products for sale through the site from local vendors to provide readers with an easier shopping experience. The main topics covered on the site are reviews on new fitness classes, advice, wellness trends, nutrition and food, and natural beauty products.

TFW is unique in that it is the only website of its kind for bay area fitness enthusiasts. Its content consists of a combination of health related news stories, reviews of local health and fitness establishments and featured products. The site is divided into five sections -- Health, Fitness, Nutrition, Beauty and Fashion with a featured section that will spotlight the most interesting stories. All stories will be open to comments to encourage dialogue between readers and all featured items will be available for sale through the website.

fitness

health

nutrition

beauty

fashion

what's new »



featured »



We I need IT: Anti-Gravity yoga at Crunch Gym
March 6, 2012 – 5:57 pm



Is Coconut Oil a Better Mouthwash Than Listerine?
February 16, 2012 – 8:07 pm

Which Boot Camp Is Best For You?

Which Boot Camp Is Best For You?

With summer right around the corner (well, San Francisco's version of summer anyway), people all over the city are scrambling to get in shape. Gym membership enrollment surged around the city in March and jogging trails are increasingly jam-packed with fitness buffs hoping to display their best selves come swimsuit season. For the more hard-core exercisers looking for more of a challenge, San Francisco has no shortage of boot camps, from boxing to barre. Looking to take the plunge but unsure of which butt-busting boot camp is for you? Check out the pros and cons of the top five boot camps in the city

1) Most Popular — *Boot Camp SF*



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challenge, San Francisco has no shortage of boot camps, from boxing to barre. Looking to take the plunge but unsure of which butt-busting boot camp is for you? Check out the pros and cons of the top five boot camps in the city

1) Most Popular — *Boot Camp SF*

Sometimes the hardest part of doing a bootcamp is just showing up. With most boot camps kicking off before the sun even comes up, convenience is key. Let's face it, are you really going to get on a cross-town bus at 5am to work out? Didn't think so.

One of the best things about Boot Camp SF is that there are workouts all over the city, from Golden Gate Park to South Beach.

The popular outdoor boot camp is spread out throughout the year and organized into six-week sessions, four days a week. Varied strength-training workouts keep boot camp-goers from getting bored and the camp offers a fitness assessment at the beginning and end of each session to track the progress of each client.

However, Several BCSF alums have complained about some of the less glamorous aspects of the outdoor bootcamp. One Yelp user commented on the lack of exercise mats provided, noting, "there's dog shit all over the grass at the Embarcadero, and in some cases (and we witnessed this), human shit. And it's bad for our backs to do ab work on concrete with no cushion, you know?"

Another Yelp reviewer complained that the customer service at BCSF leaves much to be desired "No one answers the emails (I have a few emails in their queue, at least a week old) and people hang up on me whenever I call the office with my questions."

Nonetheless, BCSF is one of the oldest and most popular boot camps in the city and if you can deal with the occasional rainy workout and don't mind a little dog poo, this boot camp may be for you.

Locations: Golden Gate Park, Marina, South Beach, Embarcadero, Dolores Park, Crissy Field, Lafayette Park

Time Commitment: Classes offered at 6:00am, 7:00am, 8:30am, 9:30am, 4:30pm, 5:30pm, and 6:30pm (depending on location) M, Tu, Th, F (depending on location)

Cost: \$215- \$345

Next Bootcamp: April 9

<http://www.bootcampsf.com/home.cfm>

2) Best Alternative to Anger Management — *Polk St Boxing Gym*

Need a constructive way to get your frustration with your boss out of the way before you have to face him at work? Polk St Boxing Gym's boot camp in Nob Hill may be the answer. Staffed with world class boxing professionals, this no frills gym boasts a grueling workout that combines boxing fundamentals and drills with hill sprints, jump roping and intense cardio to get your adrenaline pumping and aggression out.

Though the instructors are the real deal, boot campers are not required to have any prior boxing experience and people from all different fitness levels have sung the praises of this boot camp. Note to self, leave the lululemon tops at home for this workout, the establishment is much more grunge than glam. As many Polk St boot camp veterans have advised, make sure to buy your own gloves before embarking on this four-week boot camp adventure. The gloves available for loan are fetid at best. As one Yelper remarked that should you decide to borrow their gloves for the day "You'll know what it smells like to have feet for hands and it will take nearly a full day for the stench to wash away."

Parking is also described as "hellacious" in the Nob Hill location for those who chose to drive to the 6am, five day a week, workout so walking or bussing might be a better option. Then again, at least you're guaranteed an aggression release if it ends up taking you 30 minutes to find a parking spot!

Location: 1436 Polk St

Time Commitment: Monday-Friday 6:00am- 7:30am (four- weeks)

Cost: \$500

Next Bootcamp Starts: April 9

<http://www.polkstreetboxinggym.com/>

3) Most Social — *Basic Training SF*

Known by veterans as the best way to get a cute butt and a cute date, this boot camp is definitely one of the most social in the city. Though for most people, being caught sweaty and makeup-free in sweatpants at 6am isn't the ideal situation to meet new people, newcomers to the city have raved about the new people they've met and the connections they've made during this workout.

Basic Training SF incorporates a variety of workout techniques that encourage strangers to bond, including buddying up for exercise and small group drills. The boot camp also encourages mingling through sponsored happy hours and day

trips. But don't let the social aspect fool you, this workout isn't for light weights. Little lag time between drills and grueling stair climbs might leave you too out of breath to chat, though you might be tempted. A variety of class times and locations including the Palace of Fine Arts and the Lydon Street stairs make this workout accessible to most in the city although those with knee injuries might find this workout to be too much of a strain.

Voted Best Bootcamp 2011 by SF weekly, and with a solid 5-star rating on Yelp, this might be the best way to tone up and make friends.

Location: Palace of Fine Arts, Golden Gate Park, Presidio Landmark, Pier 23, Lydon St Stairs, Sports Basement

Time Commitment: M, Tu, Th, F 6:00a-7:00am (six-weeks)

Cost: Varied

Next Bootcamp Starts: March 31

<http://basictrainingsf.com/>

4) Women Only — VyAyr Fitness

Ladies, leave your boys behind for this women-only beach boot camp, which aims to provide a motivating and encouraging environment where women can feel comfortable being themselves. And the men aren't missed, VyAyr alums claim that the camaraderie with their fellow boot camperettes is unparalleled and the all female environment is ideal for keeping your mind in the game and your workout in check. One Yelper says, "There is a great sense of friendship and connectedness with the other women. I'm genuinely happy to see them and share a chat or a funny story while we're working out." Along with a tough workout, the Crissy Field boot camp offers spectacular scenic views of the Golden Gate Bridge and operates on a flexible schedule to accommodate their many clients. Girl Power!

Location: Crissy Field

Time Commitment: Classes offered at 5:30am, 6:30am and 9:00am and can be taken 3, 4, or 5 days a week (four-weeks)

Cost: \$200-\$300

Next Bootcamp Starts: April 23

<http://www.vyayr.com/register/bootcamp-registration/>

– *By Alyssa Fetini*

Vitamin D Can Be Linked to Weight Loss: A New Reason to Hate the Rain in San Francisco

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For most of us Bay Area residents, long bouts of cloudy, foggy days come as no surprise. But make sure to take full advantage of the rays when the sun does make an appearance. According

For most of us Bay Area residents, long bouts of cloudy, foggy days come as no surprise. But make sure to take full advantage of the rays when the sun does make an appearance. According to researchers from the University of Minnesota, there could be a link between obesity and low levels of vitamin D, also known as the “sunshine vitamin,” which is a nutrient that our bodies manufacture in the form of sun-synthesis through the skin.

During the study, researchers recruited 39 overweight men and women, placed them on a moderate diet for 11-weeks and measured their Vitamin D levels before and after the study period. The study found that people with sufficient levels of the vitamin lost more weight, especially in their midsections, than people with deficient levels, despite exercising and eating the same amount. For each nanogram per milliliter increase in vitamin D precursor in the blood, it was observed that an extra half pound weight loss was achieved.

A black and white advertisement for a bootcamp. The text is in various colors and fonts. At the top, it says 'POLK ST. GYM' in a stylized font. Below that, 'BOOTCAMP' is written in large, bold, blue letters. Underneath, it says 'FAST HANDS. LIGHT FEET. STRONG CORE. A NEW YOU.' in white. Then, 'APRIL 9TH' is written in large, bold, red letters, flanked by two small red icons. Below that, '4 WEEKS • MON THRU FRI 6-7:30 AM' is written in red. Then, '\$500 (PLUS EQUIPMENT IF NECESSARY)' is written in white. At the bottom, it says 'TO SIGN UP CALL SIMON AT 415-710-0261.' in red. At the very bottom, it says 'NO EXPERIENCE NECESSARY' on the left and '1436 POLK ST @ CALIFORNIA' on the right.

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Our results suggest the possibility that the addition of vitamin D to a reduced calorie diet will lead to better weight loss,” said the study’s lead author Shalamar Sibley.

Another study funded by the University of Southern California found that vitamin D levels were also associated with the percentage of fat found in muscle, with low levels of the vitamin leading to higher fat content.

The daily recommended daily allowance of vitamin D is around 600 IUs. When exposed to the sun, getting the appropriate amount of the vitamin comes easily. But on the darker drearier days that are sure to come as San Francisco enters the summer months, the average adult should consider taking [D3 supplements](#) or eating [Vitamin D rich foods](#) such as salmon, mushrooms and eggs.

Other risks from vitamin D deficiency include precipitating osteoporosis, muscle weakness, bone fractures, cancers, and cardiovascular disease, however, megadoses of the vitamin can also result in dire consequences such as a build-up of calcium in your blood that can lead to kidney issues so make sure to get your levels checked and seek professional help before taking megadoses of this vitamin.

Your best bet? Slap on some sunscreen and heading outside! Not that you really needed another reason to enjoy the sunny days this city has to offer.

– *By Alyssa Fetini*

The Mission Wallet Caters to San Francisco Cyclists

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San Francisco cyclists are a tough bunch. Braving the elements, scaling the city's treacherous hills and navigating through the congested streets is hard enough, but for many cyclists, keeping their cell phones and emergency credit cards safe (and dry) is another challenge in and of itself.

While there might not be an easy fix for the hills, weather, or traffic — local bag maker [Timbuk2](#) has partnered with [Mission Cycling Club](#) to develop the latest and greatest way to answer San Francisco cyclists' cell phone woes: [The Mission Wallet](#).



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Cyclists have been known to tote their phones and credit cards around in ziplock bags while riding. The \$29 Mission Wallet is a more expensive, but decidedly classier alternative. This wallet, designed with San Franciscans in mind, allows cyclists to carry cards, cash and cell in one convenient, waterproof case — without compromising touch screen functionality. The wallet fits perfectly into cycling jersey pockets, and features easy access credit card slots in the back.

Not an iPhone user? You might be out of luck, the case was designed specifically for the popular Apple smartphone. Though some phones can still fit in the case, many android users have complained about the tight fit. Also, forget about taking photos if you spot a scenic view during your ride — the iPhone's camera is obscured by the wallet, making it necessary to remove your phone if inspiration strikes.

Despite the drawbacks, the wallet has already enjoyed success among SF cyclists. Timbuk2's Hayes Valley store was sold out of the wallet within hours of

its launch and it has been a best seller ever since. It is also available at Mission Cycling Club's new store on 21st street. So save your ziplocks for the kitchen!

– *By Alyssa Fetini*