

**Press Release**  
**For Immediate Release**

Sheraton New York  
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**Sheraton New York Receives Guinness World Record For Largest Resistance Band Class**

New York, NY— The Sheraton New York is proud to announce a guest fitness program that features Core travel workouts, healthy menu options, and FIT meetings. In celebration of the new Core fitness initiative, the Sheraton New York Hotel and Towers hosted the world's largest band strength training resistance class on September 30<sup>th</sup> in midtown Manhattan.

Over 270 people filled the streets in front of the Sheraton New York Hotel and Towers to take part in this record-breaking event. Participants worked up a sweat during the 30-minute work out, led by Core Performance founder Mark Verstegen, which consisted of a total-body circuit-training workout. This group exercise led the hotel to receive a Guinness World Record for the largest resistance band demonstration.

The Sheraton New York Core travel workouts include:

- State of the art gym tailored to the needs of frequent travelers
- Healthy dining options for both in-room dining and hotel menus
- Guest room workouts with complementary on-demand workouts
- FIT meeting options
- Continued online training after checkout based on individual goals

Featuring a new state-of-the-art fitness center with life fitness equipment, on-demand fitness workouts, and time efficient training programs, guests can grab a great workout in less than 30 minutes.

**Sheraton New York Hotel and Towers Upgrades Meeting Amenities with FIT Meeting**

Now businesses can bring their meetings to a new level of success with the FIT meeting program at Sheraton New York Hotel and Towers. The FIT meetings include healthy breaks, techniques to keep attendees mind and body sharp, and customized group workout options.

Featuring a dedicated event staff, flexible meeting rooms and upgraded ballroom space, the Sheraton New York is ideal for business, and special event occasions in Midtown Manhattan.

Guests can plan a successful business meeting with the new FIT Meeting technology at Sheraton New York Hotel and Towers. For more information about the [Core travel workouts](#) offered at the Sheraton New York Hotel and Towers please visit: <http://www.sheratonnewyork.com/>

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