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Contact: Andrea Deckert, 315-789-1776

GENEVA CHAMBER CO-HOSTS MEMBER MILESTONE CELEBRATION FOR LIVE IT FITNESS & TRAINING (LIFT)



Photo by Neil Sjoblom

A crowd gathered Tuesday, April 30 to help Live It Fitness & Training (LIFT) celebrate its grand opening at the Lake Geneva Center in Geneva. Those present included Chamber staff, board members, ambassadors and local dignitaries who gathered to show their support at the event, which included a ceremonial ribbon cutting presentation welcoming the public to view the new location, and a professional photo op by Neil Sjoblom, a Geneva Chamber board member. The event was included under the Chamber's popular Member Milestone Celebrations program, which was introduced in 2016 as a benefit for Chamber members, with the purpose of providing awareness and exposure for the accomplishments and milestones of many businesses and organizations that the Chamber represents.

Chamber partners were in attendance at the event, including Geneva Town Supervisor Mark Venuti and town councilman and Geneva BID Executive Director Mark Palmieri, as well as City Councilors' Paul D'Amico and Jason Hagerman. Other chamber partners in attendance were representatives from Lyons National Bank, Community Bank, Finger Lakes Federal Credit Union and Five Star Bank.

LIFT owners Jess and Dennis Kelly opened their first LIFT location in Auburn five years ago with no more than an idea, and determination. Today, the two LIFT locations have over 1,000 members, 14 employees and more than 17,000-square-feet of space.

The two said the same hard work and dedication one puts forth in the gym can be translated to everyday life.

"It's about hard work and dedication," Dennis Kelly said. "You won't be successful if you don't put the work in."

Jess Kelly is thrilled to bring LIFT's message of healthy living and fitness to Geneva. In addition to the work-out equipment that is available to members 24/7, LIFT offers group exercise classes, personal training, daycare, locker rooms with showers, a shake bar and tanning.

"We are excited that LIFT chose to open its second location in Geneva," said Chamber President Miranda Odell. "Jess and Dennis have done a great job growing their business, and we are happy to tell their story."

Included in photo: (left to right): front row: LIFT staff members Jenny Chan and Shelby Smoker; second row: Chamber staff member Andrea Deckert, LIFT owners Dennis and Jess Kelly and LIFT staff member Kyle Blancke; third row: Geneva Town Supervisor Mark Venuti, Chamber staff member Tara Johnson, Tara Rago with LNB, Chamber ambassador Diana Perry with Five Star Bank; City Councilor Paul D'Amico, Geneva Chamber board member John Latanyshyn with Community Bank, Chamber ambassador Meghan Finnerty with Bank of the Finger Lakes and Geneva Chamber President Miranda Odell; back row includes: City Councilor and Chamber Board member Jason Hagerman, Geneva Chamber board member Tanya Taylor with Petrella Phillips, Geneva Chamber board member and town councilor Mark Palmieri with Geneva Business Improvement District, Chamber ambassador Kelsey Thibault with LNB and Geneva Chamber Immediate Past Chair Josh Miller with LNB.

As a key benefit of Chamber membership, the Geneva Area Chamber of Commerce offers assistance to and promotion of members' Milestone Celebrations. The co-hosted promotional events offer exposure and awareness for member businesses along with the people, products, and services that each provides.



Milestone Celebrations can include Ribbon Cutting Ceremonies, Anniversary Celebrations, Grand Openings, Re-Openings, or Relocation-based Open Houses.

For more information on this program, visit the Chamber's website at www.genevany.com or call (315) 789-1776. To see additional photos from the Community Proud Apparel Member Milestone Celebration, visit the Chamber's Facebook page, @GenevaAreaChamber.

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