

Volume 2 | April 2024

Curves NEWSLETTER



CURVES SIGNATURE DAMANSARA HEIGHTS OPENS!

It all began in June 2011 with the first-ever Curves club by Curves Malaysia – the Curves Bukit Damansara club. Almost 13 years and nine clubs later – our maiden Curves Signature Damansara Heights is now open to public!

Just a five-minute walk from the Jalan Semantan MRT Station, the club is nestled amongst the corporate offices in Wisma Perintis. Since opening its doors on 5th February 2024, we have welcomed close to 100 new Curvettes and continue to see more walking through those doors. Congratulations ladies for taking the first step to begin your fitness journey – welcome to the Curves family!



Curves Malaysia's Chairwoman Margaret Chin, and CEO Alison Chin, with Curves Malaysia's staff, and Curves Damansara Heights' Coaches



Fatimah Begum, Curves Setia Alam

TOTAL BODY FAT PERCENTAGE LOSS CHALLENGE

The end of 2023 was characterised by the end-of-year holidays, family vacations, the festive season, and especially for Curvettes – the annual Body Fat Percentage Loss Challenge!

Hundreds of participants from nine clubs underwent strength training and ate healthily under the watchful eyes of our qualified Coaches to clinch the bragging rights to the Top Body Fat Percentage Loss award.

One month and plenty of hard work later, congratulations to Curves Setia Alam for bagging the top spot with a total body fat percentage loss of 46.1%! Followed by Curves Kota Damansara with a total body fat percentage loss of 38.8% and Curves Wangsa Maju with a total body fat percentage loss of 34.3%.

Special mention goes to Fatimah Begum of Curves Setia Alam for losing 4.5% body fat – the highest amongst all participants!

Keep up the good work, ladies!



CURVES GIVES BACK!

Curves Malaysia team with the Yayasan Food Bank Malaysia crew

In the spirit of the festive season, Curves partnered up with Yayasan Food Bank Malaysia (YFBM), a non-profit organisation actively working to create zero-hunger communities, to provide food to those in need.

Calls were put out to Curvengers and Curvettes in all clubs to donate non-perishable foods, and true to the spirit of giving back, our Curvettes rose to the occasion. In total, we donated 50 boxes of non-perishable foods to those in need.

A special ceremony to commemorate the initiative and to hand over the donated goods to the recipients was hosted by YFBM on 2nd March 2024 at Taman Bukit Kinrara. The day started with Coach Aqilah leading a 45-minute aerobics session with the neighbourhood residents followed by speeches from En. Dirman Bustan, the residents' representative; En. Johan Halid, the CEO of YFBM, and our very own Alison Chin, CEO of Curves Malaysia.

Meanwhile, our fellow Curvengers and Curvettes in Seri Manjung joined in the spirit by donating non-perishable foods to Rumah Amal Haruman Kasih in Ayer Tawar, Perak, which houses orphans, single mothers, and converts.

Further underscoring Curves mission to continue giving back to society, our fellow Curvengers and Curvettes from Curves Bukit Jelutong and Setia Alam also rallied to donate non-perishables to Pusat Jagaan Kasih Bestari, Shah Alam.

Well done, ladies!



Curves Bukit Jelutong and Curves Setia Alam for Pusat Jagaan Kasih Bestari



Curves Seri Manjung for Rumah Amal Haruman Kasih

TRAVELLING CURVETTE!

It was a memorable Saturday morning for the ladies of Curves Kota Damansara when Sheila Travers dropped by for a workout. Sheila, a 65-year-old Scottish lady from Curves Inverness, was in town to visit her brother for a few weeks. Using the Travel Pass that is available to all Curvettes, Sheila joined the Curvengers and Curvettes of Curves Kota Damansara a few times a week to make sure that she doesn't miss her workouts – even on vacation!



CURVENGERS SPOTLIGHT

Say hi to Komathy! Fondly known to all around her as Kom, she is the fearless leader of the Curvengers and Curvettes of Curves Kota Damansara.

Kom has been with Curves Malaysia for 10 years, starting as a Junior Coach, and is now Club Manager. When she's not on the circuit coaching her beloved Curvettes, Kom enjoys traveling. She has been to Thailand, India, Cambodia and Indonesia and hopes to visit Santorini one day!



HAPPY ANNIVERSARY!



Curves Wangsa Maju's 11th Anniversary celebration

Bells tolled as our fellow Curvengers and Curvettes from Curves Bukit Jelutong, Curves Setia Alam as well as Curves Wangsa Maju celebrated their anniversaries earlier this year!

Curvengers and Curvettes gathered at Taman Botani Negara on 3rd February 2024 for a special event to celebrate Curves Setia Alam's and Curves Bukit Jelutong's second and fourth anniversaries respectively. The celebration was graced by Tan Sri Siti Sadih Sheikh Bakir, Chairperson of AWQAF Holdings Berhad; Margaret Chin, Chairwoman of Curves Malaysia, and Alison Chin, CEO of Curves Malaysia. Just like any other Curves party, the day would not be complete without fun and games – and goodies! Curvettes were treated to a day of aerobics, a specially curated Explorace and lucky draws.

Curves Wangsa Maju also treated its Curvettes and Curvengers to a batik-themed day out at Taman Titiwangsa as they celebrated their 11th anniversary! Curvengers and Curvettes alike came out decked in batik and participated in fun activities such as DIY oil painting, and aerobics as well as mini-games with plenty of prizes up for grabs!



Curvengers and Curvettes of Curves Bukit Jelutong and Curves Setia Alam

ACHIEVEMENT OF CURVETTES

Congratulations to our Curvettes for hitting their milestone workouts! Well done for showing that all it takes are determination, dedication and discipline to reach your goal!

100th Irene Priscilla, Curves Seri Manjung

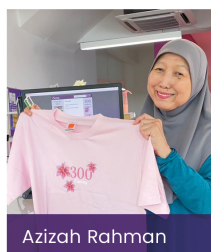
300th Azizah Rahman, Curves Bukit Jelutong

500th Nur Faezah Mahmud, Curves Metrocity Kuching

700th Lim Chye Gaik, Curves Bandar Utama



Irene Priscilla



Azizah Rahman



Nur Faezah Mahmud



Lim Chye Gaik

Q2 2024 REWARD

From April till June 2024, card holders are up for grabs when you work out a minimum of 46 times, and participate in the monthly weigh & measure week!



SUBMISSIONS!

Angel Teng
Curves Bandar Utama
Member since 9 August 2023

Being an outdoor enthusiast, indoor gyms did not appeal to me. I had tried in the past but didn't like using the weights & treadmills which could lead to unforeseen injuries.

One day, I chanced upon an advertisement outside Centrepont, Bandar Utama for a gymnasium called Curves, just for women.

I had been cycling (santai), running & hiking, focusing more on cardio, which was not enough for me. As a petite person, I wanted to strengthen my bones to help prevent osteoporosis, strengthen my weak core & gain weight by increasing muscle mass.

So, I decided to see what Curves has to offer. I went through the first introduction session and I felt that this gym could be suitable for me.

HERE WE SHARE WITH YOU SUBMISSIONS FROM OUR CURVETTES AND CURVENGERS!

The first few sessions were tough, as my arms and core were weak. And I couldn't remember how to operate the machines. Luckily, with the help of the Coaches, I managed to use the machines correctly without any injury.

After my 10th workout which I achieved in three weeks, I finally obtained my CurvesSmart tag which would electronically measure and record my workouts.

I am always excited to see if I meet my target for every workout. And the same goes for my monthly progress check-ins with my Coaches.

I also enjoy the company and the laughter, working out together with my gym mates & Coaches! It's a supportive environment that encourages me to keep on working out.

All in all, I've done 78 workouts over five-plus months and enjoyed it. Thank you Curves!



Curves®

Strengthening Women.™

 T108, Level 3, Centrepoint
3, Lebuhraya Bandar Utama
Bandar Utama
47800 Petaling Jaya
Selangor Darul Ehsan

 Curves Malaysia

 @curvesmalaysia

 www.curves.com.my