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Press Release Distribution Report

March 21, 2026

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Distribution Report

Safe Haven Fitness Introduces 30-Minute Training Programs for Adults 50 and Older in Roswell

Date Submitted: 2026-03-21

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Your Submitted Press Release

Roswell, Georgia, United States, 27th Mar 2026 - [Safe Haven Fitness](#), a boutique personal training studio located in Roswell, Georgia, has launched a structured 30-Minute training program designed specifically for adults in their 50s, 60s and 70s. The program combines certified coaching, small group accountability and a workout format built to deliver measurable results without the burnout that keeps most older adults from staying consistent with exercise.

Addressing a Gap in Fitness Programming for Older Adults

Research shows that a significant majority of adults aged 50 and older do not meet recommended guidelines for both aerobic and strength training activity. Common barriers include lack of age-appropriate programming, fear of injury and difficulty finding facilities that cater to the needs of older adults.

Max Nazaire, founder of Safe Haven Fitness, has spent over 20 years working in the fitness industry across corporate wellness, collegiate coaching and personal training. That experience revealed a consistent gap in how the fitness industry serves adults over 50.

"There is a large segment of the population that needs structured, coach-led training designed for their stage of life," Nazaire said. "That is what we built this program around."

How the 30-Minute Program Works

The program is structured around what the studio calls a "3D workout" method. Each session targets three energy systems in the body to support fat loss, strength building and improved mobility, all within a 30-minute window.

The shorter format was a deliberate design choice. Nazaire explained that one of the biggest reasons adults over 50 stop exercising is burnout from long sessions. At 30 minutes, clients can train four to five days a week without dreading the next session.

Every client starts with a movement and goal assessment. Coaches review medical histories, past injuries, chronic conditions and any ongoing rehabilitation. From there, each training plan is customized. The studio also coordinates directly with clients' physicians, chiropractors and physical therapists when needed.

Training is available in two formats: small group sessions with a community focus, and semi-private sessions with fewer participants and more individualized coaching. Both are led by certified coaches trained to work with older adults.

A Fully Coached Training Model

Safe Haven Fitness operates on a fully coached model with no open gym hours. Every minute spent training is guided, tracked and adjusted by a coach who knows the client's history and limitations.

The studio places heavy emphasis on working with clients who are managing back pain, knee issues, shoulder injuries or [post-surgical recovery](#). Rather than avoiding exercise, coaches design programs that work around limitations while building strength and stability over time.

"We hear from many new clients that they had tried training before but could not find a program that accounted for their specific needs," Nazaire said. "Our coaching model is built to address that."

Serving the Greater Roswell Community

Since its founding in 2004, Safe Haven Fitness has built a client base across the greater Roswell area, serving adults from Roswell, East Cobb, Sandy Springs, Woodstock and Alpharetta.

Beyond individual training, the studio has developed a community-driven environment. The small group format creates accountability and relationships that support long-term consistency, which Nazaire describes as the most important factor in achieving lasting fitness results.

Nazaire is also active in the local community, participating in wellness initiatives and contributing to health education efforts across the Roswell area.

About Safe Haven Fitness

Safe Haven Fitness is a boutique personal training studio located at 292 South Atlanta Street, Suite B in Roswell, Georgia. Founded by certified strength and conditioning specialist Max Nazaire, the studio specializes in small group training, semi-private training and injury rehabilitation programs for adults in their 50s, 60s and 70s. With over 20 years of experience in the fitness industry, Safe Haven Fitness has helped thousands of adults across the greater Roswell area build strength, recover from injuries and maintain active, healthy lifestyles.

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