



Cheeky Girls
January 21, 2007

On this week's Novak Report I am featuring a business that I think is absolutely fantastic, but in telling the story I realize that I have to tell it carefully. You see this week I am going to tell all of you about a woman named Stephanie Turner and her business called Cheeky Girls which is an exercise company exclusively for women that teaches the art of Pole Dancing and stripping. Okay now that I apparently have everybody's attention, please clean up the coffee you spit out, focus again on the road in front of you and let me explain.

In the world of fitness and exercise we all know that trends come and go as often as cars go through a Tim Horton's drive-through. Well apparently one hot trend for women now has been pole dancing and given the fact that TV shows like Oprah, The View and 20/20 have featured it, there would appear to be some significant support behind it. The craze began in 2004 and Stephanie became an enthusiast after reading a book called the S-Factor and visiting the author's studios in Los Angeles. She launched Cheeky Girls in May, 2005 and by October had a studio in place to hold classes.

Now there are a few things that need to be clarified about this craze. First there is absolutely no nudity involved. Second this class is designed for women of all shapes, ages and physical abilities. The dances use a combination of Pilates, Yoga and Core Training and while you are not going to have a huge cardio workout here, you will be benefiting in so many other ways.

I think the thing that is really critical here to understand about Cheeky Girls is that the true benefits are not based upon the physical actions so much as the ability to participate in them. To be clear what we are talking about is empowerment and not eroticism. For many women who lack a certain inner-confidence that has impeded their personal or professional growth, it is clear to see what tremendous potential these classes have to help build that sense of confidence they lack. This is an exercise that over the 6 weeks that you take the course will often take women far outside of their comfort zone in many ways. As difficult as it seems to do, those who can master it will undoubtedly develop strengths that can likely lead to many other successes in life.

This is a phenomenal business idea by a truly innovative woman. It is absolutely an undiscovered treasure in Durham and in fact so much so that I cannot even tell you where the studio is located except to say it's centrally located near downtown Whitby. What I can say is that you can find out about Cheeky Girls by phoning 905-409-9536 or by visiting cheekygirls.ca. Stephanie has also told me to advise if anyone calls in and mentions The Novak Report she will let you try an introductory class for free. This report will also appear on my website at modernmediaperspectives.com

And on the hunt for the real hidden treasures of Durham Region, I'm Eric Novak.



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