

PRESS RELEASE

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EXERCISE GETS AN APOCALYPTIC MAKE-OVER

*Audio Fitness Adventure app **Apocalypse Survival Training** has launched*

And now for something completely different... Apocalypse Survival Training, the debut exertainment app from London based SportTech startup Imaginative, integrates workouts inside an apocalyptic comedy action-adventure story.

Think of an audiobook - with full cast, composition and sound effects - but produced into a high fidelity immersive 3D binaural audio environment where every episode is a workout and you are the main character. In Apocalypse Survival Training you are a super secret agent embedded into an eccentric group of survivors charged with ending an alien invasion of a parallel-reality London.

The story takes place episodically over three types of workout: running, bodyweight circuits and yoga/stretch to give users the Speed, Strength and Control they need to survive.

The workouts are designed to be easy to follow for new or returning exercisers while also challenging fitter survivors, and are coached in an uplifting manner by expert-written coach characters. The app provides additional visual and audio support for all exercises with a choice of Intro or Advanced options.

With only a smartphone or tablet and a pair of headphones, you can now transform your workouts into unique exercise experiences, unlike anything else on the market, to be done anywhere, anytime, with anyone.

Imaginative founder Adele Andersen combines a decade of working in the fitness industry as a group exercise instructor and personal trainer with a lifetime of being a geek to create accessible workouts within a vivid time-and-reality bending dramatic narrative.

The audio production and compositions are done by composer, producer and singer Rasmus Andersen and the sound design by BAFTA award-winning game sound designer Adam Hay.

Find out more including audio trailers at <https://www.apocalypsesurvivaltraining.com/> and <https://www.imaginative-fitness.com/>

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