

# NEWSLETTER

June, 2008

## Man of Steel with a Heart of Gold

New York proprietor Ken Hunt finds that true strength lies within oneself; can be life-altering



**Ken Hunt**

New York, NY - Recently, Steel Gym owner Ken Hunt was featured in Horizon Barcelona, a widely distributed international publication. A story about his trip to Athens was published - a story of self-discovery and self-realization. The story goes as follows:

Standing atop the ancient Athenian Acropolis, following a set of push-ups under the scorching Mediterranean sun, the man – sweaty and shirtless – rested his left arm comfortably against a fallen limestone ruin of the Parthenon. He then, with whatever strength remained, raised his right arm to block the glare of the blinding sun in order to soak in the view of the mod-

ern city below. To himself, the man was nothing more than a man; tired and weakened from a long climb and short workout that allowed him to stay in shape while vacationing away from the comfort of his home gym. As a man, he wiped the sweat from his forehead and maintained the shade from the glaring sun.

But to the tourists standing next to him, the man was more than a simple man. To them, he was a hardened mound of defined muscle, a presence non-human and as tough as the marble pillars of the Parthenon itself. He was the living replica of the God of all Gods; an ancient mythical being believed to be the ruler of Mount Olympus.

“Oh my God!” the bystanders exclaimed. “Zeus is alive!”

Taken out of his trance, and momentarily removed from his exhaustion, New York entrepreneur Ken Hunt looked over at the bystanders and cracked a friendly smile from his well-defined jawbone as they stood admiring his body. Ken adjusted his pose against the ancient ruins and thought about the words he had just heard, those which referenced

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## Steel Gym to Participate in “Day of Hope” Fundraiser for Hope’s Voice International - June 27th

Sponsor of many causes utilizes venue to raise more funds for charity



New York, NY - As June 27th nears, yet another “Day of Hope” is set to bring in funding for AIDS awareness organization Hope’s Voice International.

Steel Gym, June’s participant for “A Day of Hope,” a day in which one business donates 10 percent of all proceeds to the charity, will be hosting various specials, sponsored items, and other perks to help drum up business for this all-important day.

“I think it’s important to help charities reach their goals,” says Steel Gym owner, Ken Hunt. “I’m glad that Hope’s Voice approached me to help them raise funds for their international initiatives.”

Following a successful first “Day of Hope” at *face to face nyc* day spa last month,

Hope’s Voice International looks to continue and to expand its awareness campaign by partnering with New York businesses such as Steel Gym and *face to face nyc*. They are currently seeking a sponsor for July.

“The fact that businesses such as Steel Gym recognize the role that young people play in the response to the HIV and AIDS epidemic by agreeing to donate a percentage of proceeds is a reminder that we are not alone in the work to bring equality to all those living with this disease.” says Todd Murray, Hope’s Voice International Executive Director.

Steel Gym will be hosting its “Day of Hope” on June 27th. Ten percent of all proceeds generated on that day will be donated to Hope’s Voice International.



To make a private donation, please visit [www.hopesvoice.org](http://www.hopesvoice.org).



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## “Sox and the City” Fundraiser Helps Raise Much Needed Resources for LGBT Youth Shelter

Sylvia’s Place benefits from donations



New York, NY - With an amazing turnout on Wednesday, May 28th, Sylvia’s Place benefited from the donation of many pairs of socks, as well as from proceeds collected at the door and from the silent auction.

Sylvia’s Place is one of the only homeless shelters in the nation catering specifically to LGBT youth who have either been kicked out of their houses or who have left their homes from unsafe living conditions. The shelter provides the basic needs of any human being: shelter, clothing and food. But it also provides homeless LGBT youth with an outlet and

resources, which are made available to help them “get back on their feet,” as the saying goes. The shelter also provides counseling services and mentorship programs, all of which are also made possible by the generosity of the Metropolitan Community Church of New York (MCCNY).

However, while the shelter provides these resources, it sometimes lacks the monetary resources required to run such programs. Even with State aid, it sometimes seems impossible to run the shelter solely on that budget.

But events such as “Sox and the City” help to generate the funding and awareness necessary to keep these resources active. The event itself raised about \$600 at the door and another \$900 with the silent auction, which featured items such as C-IN2 underwear, an array of Broadway show tickets, two gift baskets of Broadway memorabilia, a gift certificate from Magnolia Bakery, various books donated by LOGO, among many other great items.

Friends of Sylvia, the infor-

mal committee that was spearheaded by Out In Jersey Editor Toby Grace, put the event together. And with the help of sponsors like Vlada Bar and Lounge who donated its space for the event, HX Magazine who donated ad space to help raise awareness of the event, Genre Magazine who donated gift bags and who also helped to raise awareness, along with help from The Karpel Group who helped get together various gift bag and promotional items, the event would not have been the success that it was!

Others who helped to make the event successful were DJ Brenda Black who donated her spinning skills to the event (and who is up for a nomination for HX’s Best DJ for her fourth year in a row; to vote for Brenda, log onto [www.dlist.com/hx](http://www.dlist.com/hx)), musical group Virago, and singer/songwriter Charlie. Lady K even made a special appearance.

All in all, the event helped to raise close to \$1,500 for the much-needed resources for Sylvia’s Place. The money will go to the shelter for purchase

of whatever necessities are deemed urgent.

To learn more about Sylvia’s Place, or to make a donation, please log on to: [www.homelessyouthservices.org](http://www.homelessyouthservices.org).



## face to face nyc Day Spa Hosts Successful “Day of Hope” for Non-Profit

Hope’s Voice receives proceeds from charity event



Enrique Ramirez

New York, NY - In an effort to help raise awareness and to garner funding in a creative, 21st Century fashion for its international initiatives, Hope’s Voice International has partnered with local businesses to receive ten percent of proceeds from each respective day-long fund drive, appropriately dubbed, “A Day of Hope.”

*face to face nyc* day spa was the first business invited

to participate in the “Day of Hope” fund drive, and was successful in raising nearly \$1,000 (or 10 percent of proceeds) for the non-profit organization.

“I’m happy that I was able to help Hope’s Voice raise the much-needed funding to help them continue their initiatives,” said Enrique Ramirez, owner of *face to face nyc*.

Various sponsors came in to assist *face to face nyc* with its event. Magnolia Bakery donated two dozen delicious cupcakes, and there was even a liquor and local gym sponsor.

Over the course of the year,

Hope’s Voice International will be partnering with other local businesses to continue the charitable theme. Currently, for June, Steel Gym ([www.steelgym.com](http://www.steelgym.com)) has volunteered to be the next business to sponsor the “Day of Hope.”

All other months throughout 2008 are available for businesses to sponsor their own “Day of Hope.” To become a sponsor, contact grapeVine PR at 212 537 0611 x2. To learn more about *face to face nyc*, log onto [www.facetofacenyc.com](http://www.facetofacenyc.com). For Hope’s Voice, log on to [www.hopesvoice.org](http://www.hopesvoice.org)

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his masculine physique. The words would

stay with him for the remainder of the afternoon, but would not unfold in meaning until later that evening.

For the time being, however, Ken, or Zeus as he had appropriately been dubbed, maintained his posture against the ancient stone and looked back down towards the modern civilization below. To the bystanders, Ken still appeared to them as the god Zeus, standing firmly at his post atop Mt. Olympus, which, in this instance, was the Acropolis.

Later in the afternoon, more towards the hours of early evening, and following his return to the cruise ship that whisked him away from his bustling city life in New York and onto a more relaxed vacation in Greece, Ken readied himself for "a night on the town." Because it was later on in the evening, Ken's first goal was to take a shower following his exhaustive, yet reflective afternoon among the ancient ruins of the Acropolis. He walked into his cabin's washroom and adjusted the shower's water handle to a moderately warm setting. While removing what little clothing he wore – all due to the extremely hot temperatures from the afternoon – Ken

caught a glimpse of his upper body reflecting back at him from the mirror that stood on the wall before him. He noticed something he had never noticed before, a person he had seen everyday yet had never come to know up until that one single moment. As he stood in awe of his own physique, staring there, at that moment, into the mirror, he heard the words of the bystanders resounding over and over again. "Oh my God!" he heard, faintly. "Zeus is alive!"

"Oh my God," he heard again, faintly. "Zeus is alive."

It was then, at that exact instant, that Ken was able to acknowledge the physical transformation that had taken its course from the many years of consistent weight training. He looked at himself, and examined closely the various muscular definition in the many parts of his upper body, from his pectorals down to his hips, which had become mounds of muscle and which had given Ken the look of the ancient Greek god Zeus.

And then he heard it again, only louder this time, "Oh my God! Zeus is alive!"

From his experience, Ken shattered the notion that men are not oftentimes destined to recognize their own reflection – even if that reflection has been looking back at them for years; the notion that few men have ever been able to notice such an image set before them. Common knowledge has illustrated what has happened to men who, in the past, recognized their own reflections, even if they were only characters in a play. Shakespeare's King Richard II smashed the mirror in which he looked, and then stormed out of the palace in a wild panic.

But Ken's experience was

a bit more uplifting. He realized that all of his hard work, all of the time he had spent taking care of his body, that all of that paid off and brought him to the goal he sought to reach way back when he was a young boy finding inspiration in his own father's words, "to work out and to take the best care possible of your own body." Ken's father was a very physically active man, one who was a natural, all-around athlete. He always encouraged Ken to work out, and to get involved in sports. And though Ken resisted until he graduated college, he soon began to appreciate exactly what it meant to take care of oneself.

From his personal realization in Athens, Ken acknowledged to himself that "it's finally come together." It had taken him years to achieve the goal, but he had finally done it! And at that moment, he thought about the goal he would set for the coming year.

Once he set his goal, Ken returned to New York from his European cruise and Greek experience determined to accomplish his newest resolutions just as he had his past. And as the owner of his own gym, Steel Gym, he would be able to much easily reach and stick to his goal of maintaining and building upon the body he has worked towards for so many years. In the last year, he had not only become an entrepreneur, one who would one day celebrate the two-year anniversary of owning his own gym, or in looking to expand his reach in various other business endeavors, he has also taken on more challenging personal goals and reached them, too.

But Ken has a lot to be proud of, especially as the owner of New York City's Chelsea neighborhood workout mecca, Steel Gym, where he has seen much success in his business and in

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his personal goals. Through Steel Gym, Ken has helped countless others to reach their fitness potential. He even has the gym lined with mirrors, which allows clients to look at themselves and watch as their own personal transformations take place. The irony is yet to be determined intentional or not.

Regardless, Ken has created a space where New Yorkers can go to do their workouts without feeling uncomfortable. Steel Gym allows clients to bring in their own, personally hired trainers to help them with their own workout routines, or to work out on their own. Famed bodybuilder Victor Martinez has even referred to Steel Gym as "the last real gym in New York." And according to the American Fitness Institute's 2007 Gym Survey, Steel Gym recently earned a perfect "10" rating for cost, cleanliness, equipment and service.

Ken Hunt has since been dubbed "Mr. Incredible" because of his physique, his eagerness to help others reach personal fitness goals, but also because of his giving heart, from which he extends help and resources to various non-profits such as the Susan G. Komen Breast Cancer Awareness Fund and Help Is On The Way, a charity for children born with or living with AIDS.

All in all, Ken is looked upon as a role model to the many people in his life, both personally and professionally, and will continue to inspire people throughout his life.

