



FITNESS

# *Reality TV Show*

WITH WILSON MUNENE



# FITNESS VALLEY

FAMILY VIEWING  
13 EPS × 23 MIN

## ABOUT FITNESS VALLEY

In pursuit of physical fitness and glamorous looks, individuals with set goals subscribe to a life of sacrifice to see their dreams alive.

## SYNOPSIS

Fitness Valley is a reality television show that seeks to follow through the fitness programme of several individuals as they strive to actualize their fitness goals. In addition, the show highlights how lifestyle, nutrition and hobbies affect the set goals.

Produced by Moxecutive, the show shall involve gym sessions, workouts, nutrition guidance, outdoor activities including but not limited to Hikes, bike races, road trips, marathons etc.

The participants will be chosen from all walks of life bringing in the diversity in lifestyle and nutrition. We shall feature individuals from the age of 21 to 60 with different fitness goals.





## WHY FITNESS VALLEY?

Globally, 14.2 million people between the ages of 30-69 years die prematurely each year from diseases like heart attack, diabetes, and high blood pressure. Some of these diseases have emerged as more fatal than hereditary diseases or infectious ones.

Not restricted to adults alone, lifestyle diseases have started hitting kids as well. The shift in purchasing power and the coming in of technology have changed the way our life functions now. Less physical activity, more availability of resources and no time to spare, we have become preys to some extremely uncommon diseases our grandparents had never even heard about back in the 60s and 70s.

While there are communicable diseases like malaria, cholera, polio, which can be managed with the help of proper treatment, there are lifestyle diseases which can be prevented if healthy active lifestyle is followed. This led to the birth of Fitness Valley led by Wilson Munene Karimi, a Kenyan Bodybuilder, Sports and Fashion Model based in Nakuru. He is also a Certified Fitness Trainer with ISSA and the Institute of Human Performance University.

Our goal is to influence our viewers and participants to adopt a healthy way of living. Through our access to Maisha Magic East, Showmax and Standard Media group, we believe that our content will not only be local but international.

## About WILSON MUNENE

Wilson Munene Karimi is a Kenyan Bodybuilder, Sports and Fashion Model. He is also a Certified Fitness Trainer with ISSA and the Institute of Human Performance University. As a Trainer Wilson has experience working with individual clients and groups. As a Fitness model and a bodybuilder,



Wilson has competed in regional and international competitions, the notable ones being, Arnold Classic Africa, Vancouver pro, Mazo Bodybuilding, Kenya, Musclemania East Africa competition Musclemania Africa competition, Fitness Star Photo contest, he has also been named guy of the month in the Training Fitness online magazine and Canada Fitness Star International Model Search. As a model Wilson has featured as the main cast in several advertisements and Music Videos in Africa. He is passionate about Fitness and health, he started working out at the age of 17 years but before he was an acrobat during his earlier years of fashion model and a certified fitness trainer. He is also a father and a husband making his presence in the show wholesome.



More about Wilson: <https://uskenya.com/athletes/wilson-munene-karimi/>