



Embargoed - Monday 11 July 2022

## **CHRIS HEMSWORTH SHARES BULKED-UP THOR WORKOUT PROGRAM**

**Ever wondered how Chris Hemsworth gets in superhero shape for Thor? You're not alone. Now everyone can train with the team that builds Chris Hemsworth's biggest results.**

Launching alongside the worldwide release of *Thor: Love & Thunder*, Chris Hemsworth's holistic health and wellness app [Centr](#), continues to bulk up its muscle-building offering with the launch of the revamped [Centr Power](#) program - based directly on Hemsworth's own training for Marvel's Thor blockbusters.

### **Chris Hemsworth - the world's most inspiring celebrity in fitness**

With over 12,000 searches each month for his workout secrets, Chris Hemsworth comes in as the world's most inspiring celebrity when it comes to fitness (source: PureGym - May 2022). And with the launch of the bulked-up Centr Power program, the world need search no more.

Created by Hemsworth's personal trainer and Centr head trainer, Luke Zocchi, Centr Power provides members with the workout and nutrition program Hemsworth uses to get himself into superhero shape and can also be credited with the recent transformation of wife Elsa Pataky for Netflix's *Interceptor*.

*"Centr Power shares the formula we have used to get me in my best shape for over 20 movies, including the Thor franchise. It is built around the key principles of muscle-building and will have you working to your max no matter how long you've been lifting - now super-sized for even bigger results."* says Hemsworth.

### **Centr Power - now bigger, longer and stronger**

Centr Power is an explosive, results-driven muscle building program that focuses on both workouts and nutrition. Members can select from beginner, intermediate or advanced based on their lifting experience and every week the program intensifies to build maximum strength and size.

From July 2022, the original in-gym Centr Power program now comes with an additional 3-week phase to keep your muscle-building journey rolling - including tougher lifts, equipment alternatives plus low-impact modifications for functional exercises.



## **Centr Power at Home - you asked, we listened**

With more and more people now preferring an at-home or hybrid workout model, there has been an overwhelming demand for Centr's favourite muscle-building program to include an at-home alternative. From July 2022, an all-new at home version of Centr Power will offer the same superhero results with minimal equipment. You'll still train alongside your favourite Centr experts but with the added benefit of being able to complete the program wherever and whenever you choose.

*"The past few years have seen a lot of people mix up their exercise routines and our members were very keen for a version of Centr Power they could do in or out of the gym. You asked, we listened. Centr is the ultimate destination for muscle-building... now adapted with an at-home option also," says Hemsworth.*

## **Key Features of Centr Power**

- Progressive full gym or at-home program with self-guided workouts
- Moves and weights that increase in complexity through the training levels
- Levels split into four 3-week phases, plus 1 deload week, to ensure results without a plateau
- Level up your gains with our in-app rep and weight-tracking functionality
- Recovery days and functional workouts to help maintain mobility and muscle rehabilitation
- Specialized nutrition handbooks, meal plans and recipes to maximize results
- Exercise tutorials, active rest and stretching sessions to get you moving at your best

## **Interview Opportunity**

Luke Zocchi is Chris Hemsworth's personal trainer and Centr head trainer. Zocchi has worked with Hemsworth for over a decade and is credited for his epic physical transformations for over 20 film roles. Zocchi is available for media interviews - please contact Kate Heliotis at [kate.heliotis@weareloup.com](mailto:kate.heliotis@weareloup.com).

## **About Centr**

Founded by Chris Hemsworth in 2019, holistic health and fitness app Centr provides access to Hemsworth's hand-picked team of world-class health and fitness experts on demand – anytime, anywhere. In one easy to use app, users are able to train, eat and live through Centr's:

- Extensive personalized training programs - consisting of over 1500 workouts including HIIT, HILIT, boxing, yoga, functional training, pilates and more
- Daily nutrition, meal plans and recipes - composed of 1000+ recipes created by dieticians and world-class chefs with options for all dietary preferences
- Meditations and sleep visualizations - including kids' meditations narrated by Chris Hemsworth and Taika Waititi plus the latest Learn to Meditate series for beginners.

With the purpose of making health and fitness accessible to all, Centr delivers an incredible personalized experience tailored specifically to your goals.

## **Media Contacts**

Centr (Global) - Kate Heliotis | +61 412 869 217 | [kate.heliotis@weareloup.com](mailto:kate.heliotis@weareloup.com)  
Autumn Communications (US) - Kelsey Kearns | [centr@autumncommunications.com](mailto:centr@autumncommunications.com)