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## **Charlotte Boomeranger Celebrates Anniversary of Personal Training Studio Natillie R. Rauch Talks Fitness, Passion and Tzedakah**

**CHARLOTTE** (Oct. 23, 2017) – Since the age of 16, Natillie Rauch, owner of True 180 Personal Training in Ballantyne, has been on a mission to look and feel her best. Between maintaining a consistent involvement in sports and fostering a love of fitness, she’s always focused on being healthy.



That commitment later turned into a career path when she and her husband Josef Brandenburg opened their first personal training studio in Washington, D.C. and later Charlotte, NC.

But that wasn’t always the plan.

In her younger years, Natillie, who was born and raised in Gastonia, had her eye on becoming an art historian. After years of studying sculpture, antiquities and history she graduated with an art-focused bachelor’s and master’s degree.

But, through it all, she always held an incredible passion for fitness and health—a pursuit that led to her real-life love story.

It was while she was running a D.C.-based yoga studio, that Natillie met her now-husband Josef Brandenburg. Josef, a personal trainer, asked her to join him in creating what eventually would become the original True 180 in a 550-square-foot space in the Georgetown community.

Recognizing the need to move well—regardless of life stage—Natillie was instrumental in helping to define the direction of the new gym. She became a certified personal trainer with a specialty in functional movement.

“I have always loved helping others and training allowed me to do that and have a personal connection with people, which is important to me,” she said. “This became my new passion.”

And, the couple worked hard at evolving the business. *Really hard.*

“I was working up to 15 hours a day and sincerely enjoying every minute of it,” she said.

Over the course of seven years, the successful training studio expanded three times. And, so did their family.

Natillie and Josef are now the parents of two daughters ages 4 and 18 months.

### **RETURNING TO CHARLOTTE**

In 2016, the opportunity to move closer to family in North Carolina arose, when the couple found a struggling fitness studio in Charlotte's Ballantyne community that required invigoration.

So, in October of last year, the couple opened True 180 Personal Training, a women-only studio that focuses providing custom exercise programming, proper nutrition and personal accountability. Their goal for their clients? Long-term, sustainable success—without any gimmicks.

“Not everybody can do every exercise. We help women of all ages and fitness abilities find the most appropriate exercises that work for them and their goals. Ultimately, we want them to feel good about themselves. It's all about setting realistic expectations and providing positive guidance.”

Throughout its first year of operation, True 180 Personal Training has welcomed **hundreds** of new members coming from all around the South Charlotte community who are looking to get into the best shape of their lives.

“Looking my physical best has never been an easy challenge for me,” Natillie said. “I think that's why I can relate to just about anybody.”

### **TZEDAKAH**

Natillie and her husband have made Tzedakah a critical element of their operation. The studio partners with Causely, a unique company that allows small businesses to make donations to worthy causes, while simultaneously encouraging online visibility.

In June, the studio worked with Causely to donate 24 pairs of shoes through Soles 4 Shoes, a shoe and clothing distribution non-profit. Then, in July, they donated 560,000 gallons of water through H2Opens Doors, a 501(c) that works to provide clean water to villages in the developing world.

Right now, the studio is working on donations to Bright Pink, a national non-profit organization focusing on the prevention and early detection of breast and ovarian cancer in young women while providing support for high-risk individuals.

To learn more about True 180 Personal Training (15235-F John J Delaney Drive, Charlotte) and its anniversary promotions visit <http://true180personaltraining.com>.

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**About True 180 Personal Training:** True 180 Personal Training for Women is a safe space where women who don't necessarily like gyms can get into the best shape of their lives in a safe and sustainable way. Find out more about them [here](#).

*[Image Attached]*