

New App Makes New Year's Resolutions Easier to Keep with Friends but More Fun to Hold Against Them

Mobile App 'Fitness Against Friends' Holds Friends Accountable for Fitness Goals

SADDLE BROOK, NJ, USA, January 15, 2015 /EINPresswire.com/ -- Keep your New Year's fitness resolutions with the app that will make you want to jump (or really, squat) for joy! Created by Fantasy Football fanatics looking for a way to keep friendly competition alive all year round, [Fitness Against Friends](#) encourages healthy habits while sparking a bit of playful banter between pals. Each exercise has a point value, and users can log exercises and track physical activity every day within the app. At the end of the week, the competitor with the most points wins. The app encourages smack-talk by way of free and paid alerts that can be sent among friend-petitors (friends + competitors).

This [fitness app](#) turns friendly competition into workout motivation. So, when those New Year's health and fitness resolutions go stale, players can count on friends to keep them on track with 7-day exercise challenges. Users earn points by logging weekly physical activity, and the friend-petitor with the most points on day 7 earns bragging rights and the ability to share their success on social media. The best part, though? Everyone is a winner when fitness is a priority.

Why is Fitness Against Friends the best way to get in shape in 2015?

- Free to download.
- Keep your fitness goals on track
- Smack talk? We call that workout motivation. Win or lose, send each other quick insults or praise
- Invite friends to play a round with you via Facebook or email
- Post your Hulk-worthy workout stats on Facebook and bask in the praise
- Use it with your personal trainer so he or she can track your progress
- Marathon training? Challenge your running partner and log your miles

Features:

- Send workout alerts to taunt opponents
- Easy-to-use [exercise app](#) automatically calculates points based on exercises completed
- Keep track of your workout by logging your duration or reps

-Want to take your game to the next level? For \$0.99 you can send your friends a hand-picked insult (er, we mean motivation)

Fitness Against Friends is currently available at the Google Play Store – iOS release expected February 2015. The app was conceptualized by Kevin Flaherty and developed by Hudson Integrated Web Agency.

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