

Mattapoisett personal trainer kicks it on TV

By Jennifer Heshion | Jan 04, 2012
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Courtesy of: Derek DeCosta Derek DeCosta says he uses the training he received from ORCTV staff to expand his business to larger networks.



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MATTAPOISETT — Resident Derek DeCosta's passion for a healthy community is...well, let's put it this way: He learned a few studio production courses, hosts his own segment on the local cable station and does guest spots as a health expert on Fox News.

No big deal.

DeCosta, who is also a personal fitness trainer and creator of "Kikfit" total body workout classes, definitely has a desire for community involvement.

“I wanted to get more exposure in the community about what I offer in wellness,” DeCosta said. “I started with the courses at ORCTV three years ago and now I have my own health and wellness show.”

“Become Your Own Gym” is an hour-long segment with DeCosta talking on healthy living and practicing exercises for cardio or strength.

“I wanted to improve my interviewing skills on film,” DeCosta said. “My goal is to expand my repertoire on camera and prepare my business to move forward to larger networks.

The information ORCTV gave me prepared me in a big way. I wouldn’t have done it if it wasn’t so accessible.”

Kim Miot, executive director for ORCTV, said DeCosta has become a local expert on fitness.

“The programming cannot be commercial or self-promoting in any way, so [DeCosta] created this show to educate the public on health and wellness,” Miot said. “It’s about addressing the concerns of the community, instead of just getting his name out there.”

DeCosta has spent 18 years in the fitness industry, including time as a gym owner in Mattapoisett

Now, he and his team of personal trainers provide in-home fitness assessments in one-on-one or group sessions.

DeCosta said that his students travel to the area from up to 30 miles away to attend one of his Kikfit classes. For DeCosta, wellness is something he said he believes can inspire people to better their lives.

His “Become Your Own Gym,” segments on ORCTV are part of the total body workout sessions he and his team of personal trainers offer to clients.

The sessions are geared for the people who cannot make it to the gym, showing them how to make use of everyday items when exercising, he said.

In his last Fox News segment, which aired on Dec. 27, DeCosta practiced at-home exercises such as jump roping— but without the rope—to prolong cardio endurance and simultaneously work the arm muscles.

“It’s more than going through a class and sweating it out,” DeCosta said. “It’s about learning what your body can do and eliminating some fears people may have about fitness.”

With the Kikfit classes, DeCosta combines elements of Muay Thai Kickboxing, Tae Kwon Do, Army calisthenics, resistance band, abdominal and lower back training.

The total body workout, he said, is designed to maximize everyone’s potential while also catering to individual needs.

Soon, DeCosta said he will be taking what he has learned from ORCTV to a larger audience just as he planned.

He is in negotiations to publish his book, “The Moonlight King,” based on his life and dedication to wellness. The book is due out sometime this year.

DeCosta said he is also in talks with various production companies on a screenplay based on the book, which will likely be made into a movie over the next two or three years