



FOR IMMEDIATE RELEASE
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INTRODUCING THE BAR METHOD® FRESNO
The Bar Method® Opens First Central Valley Location In Fresno

Fresno, CA (September 30, 2013) - The Bar Method® headquarters announces the opening of their 76th location in Fresno, CA on October 12, 2013. This is the first location in California's Central Valley for the fitness sensation that draws client visits around the country exceeding 80,000 per month. The Bar Method® merges the fat-burning principles of interval training, the muscle shaping technique of isometrics, and the elongating principles of dance conditioning along with the guidance of physical therapists to ensure the most effective and safe workout. Students attending class regularly can achieve the coveted 'Bar Method body' featuring sculpted arms, flat abs, a lifted seat, and long, firm thighs.

The Bar Method® teachers receive comprehensive training in healthy patterns of movement, body connection, mental focus, and posture. Additionally, The Bar Method® emphasizes sculpting more than other bar workouts by targeting the muscles that play the largest role in changing the shape of the body.

The Bar Method® Fresno owner and Fresno native Jennifer Hoekstra, and The Bar Method® Fresno manager/instructor, Lauren Hoekstra (Jennifer's daughter), found their love for The Bar Method® while living in Southern California. They commuted over an hour to attend The Bar Method® classes. "I brought Bar Method to Fresno simply because I couldn't live without it, and I wanted to share my secret with everyone!" said Jennifer. With Jennifer's background as a Registered Nurse for over 25 years, and her daughter Lauren's Bachelor's Degree in Exercise Science from California State University, Fresno, this mother-daughter duo with over 5 collective years of The Bar Method® experience is excited to share their passion and expertise with the Fresno community.

The Fresno location will maintain the company's keen eye to aesthetics with rich wood floors, warm neutrals, and modern chic fixtures. The space features a single studio, spa-like locker rooms and a retail area with The Bar Method® branded merchandise. The Bar Method® Fresno is located in the North Pointe Shopping Center (6751 N Palm Avenue, Fresno, CA 93704), SWC of Palm Avenue and Herndon Avenue.

For more studio information, class schedules and pricing, visit fresno.barmethod.com. And, a grand opening celebration is scheduled for October 10, 2013 from 5:30p – 8:00p. Beverages and appetizers will be provided at the neighboring restaurant, Parma (6729 Palm Avenue, Fresno, CA 93704), followed by a tour of the brand new studio. Information about classes, schedules and pricing will be provided.

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