
FOR IMMEDIATE RELEASE

Contact: Jessica Lennon
KMR Communications, Inc.
P: 212.213.6444
F: 212.213.4699
Jessica@kmrpr.com



Raising the Bar – At Home!

The Bar Method™ Introduces Three New At-Home DVD Workouts

www.thebarmethod.com

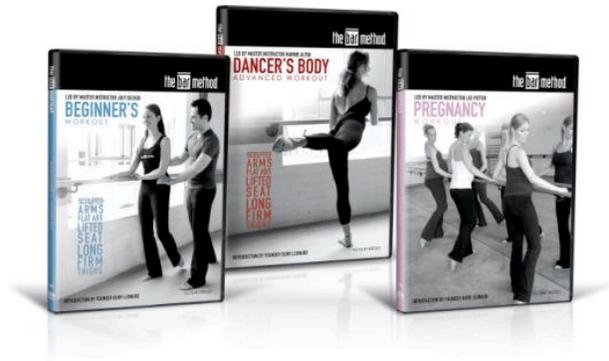
New York, NY (October 26, 2010) – In the fast-paced information age, fitness enthusiasts are used to tons of gadgets and high-tech add-ons to get their bodies into prime physical shape. But what if the most powerful tool you could use to sculpt long, lean muscles, was your own body?

The Bar Method™ is a unique workout that utilizes ballet bar fitness techniques and draws from the principles of isometrics, dance conditioning, interval training and physical therapy. It is the only bar workout that was designed under the guidance of physical therapists to ensure joint safety. The unique, non-impact exercises target all major muscle groups, improves posture and increases physical grace. The result is a recognizable “Bar Method body” that features sculpted arms, flat abs, a lifted seat and firm thighs.

Now, fitness buffs can bring the bar home with them, thanks to three all-new home DVDs from Bar Method founder and creator Burr Leonard. According to Burr, “The Bar Method empowers you to push the limits of your potential for coordination, strength, beauty and mental toughness. It was my goal, while creating these at-home workouts, to give students an opportunity to have The Bar Method experience in their own home.”

Available on October 26th, the new Bar Method DVDs have been created for students of all fitness levels: one can choose from the beginner, advanced, or special pregnancy workout options. A bonus section featured on all three DVDs includes a how-to section on classic Bar Method exercises presented by Bar Method founder Burr Leonard. Users also have the option to select specific sections of the workout which focus on different target areas of the body. Each Bar Method DVD features some of the Bar Method’s best master instructors from around the country, and is priced at \$20.

Beginner’s Workout DVD: Joey Decker, dancer, choreographer and owner of the Burbank, California Bar Method studio, guides beginning students through the Bar Method’s basic body-sculpting exercises such as “standing seat-work” and “kickstand curl” in this 37 minutes long, full-body workout. Joey’s humor and precise instructions helps beginners and more advanced students to brush up on their form and get a great workout at the same time. Joey’s fellow performers are Jennifer Keyes and Joyce Miraflor, teachers at Joey’s studio, Tiffany Baldwin, a Los Angeles master teacher, and Whitney Bania, co-owner of the Newport Beach, California Bar Method studio.



Dancer's Body Advanced Workout: Actress, singer, dancer and master Bar Method teacher Marnie Alton delivers a no-holds-barred, super-advanced Bar Method DVD workout that will slim down and sculpt your body quickly. In this 62-minute Bar Method workout, Marnie draws from the principles of dance to target the muscles that give your body a beautiful, defined, graceful appearance. Exercises include: "water-ski thigh-work," "arabesque," and the Bar Method's ultra-challenging new abdominal exercise, "the clam." Marnie's fellow performers are Denise Burchard, co-owner of the Portland Bar Method studio, Marin Van Vleck, upcoming owner of a Dallas-area Bar Method studio, and Michael Lowery and Katelin Chesna, both long-time Bar Method teachers in Los Angeles. This DVD will inspire you to get serious about changing your body!

Pregnancy Workout: Master teacher Lee Potter in her third trimester with twins adds her own special wit and playfulness to the Bar Method's pre-natal workout, a long-standing and popular class at its flagship studio in San Francisco. Lee leads you through this 45-minute long series of gentle, safe and challenging moves, including free-weight work, thigh exercises, standing seat-work, and abdominal strengthening exercises performed while propped up on pillows. Lee's fellow performers are Hannah Blue, co-owner of the Downtown San Francisco studio and Lauren Dunning, a teacher at the Downtown San Francisco studio, both appearing in this DVD in their second trimester. As Lee puts it, this DVD "will help you feel strong during your pregnancy, will assist you in delivering your baby, and will snap you right back into shape."

About The Bar Method

The Bar Method is full-body exercise program created by Burr Leonard. The workout utilizes a ballet bar fitness technique and draws from the principles of isometrics, dance conditioning, interval training, and physical therapy. The result is a noticeable "Bar Method" sculpted body featuring:

- *Firm, elongated muscles*
- *Reduced body fat*
- *High muscle definition in the chest*
- *Improved posture*
- *Long, narrow thighs*
- *A lifted seat and defined hamstrings*
- *Strong, flat abdominals*
- *Increased stamina and energy*
- *Extended youthfulness*

About Burr Leonard, Founder of The Bar Method

Burr Leonard is the founder and creator of The Bar Method, a full-body exercise workout that utilizes a ballet bar technique. The method draws from the principles of isometrics, dance conditioning, interval training, and physical therapy. With 19 years of experience in the fitness field, she and her business partner have turned their one Bar Method studio into a franchise operation with 30+ studios and a media company selling exercise DVDs and accessories. *Huffington Post*, *ABC News*, *KUSI TV*, and *KUSA-TV* have featured Burr Leonard's The Bar Method.

For more information about The Bar Method or to request an interview with Burr Leonard, please contact:

Jessica Lennon
KMR Communications, Inc.
(212) 213-6444
Jessica@kmrpr.com

[KMR on Facebook](#)
[KMR on Twitter](#)

###