

## The Bar Method Announces New CEO Jay DeCoons

*Former President of YogaWorks to Head Barre-Based Fitness Leader*

**SAN FRANCISCO, CA (February 16, 2015)** - The Bar Method, an industry leader in barre-based fitness, today announced that a group of investors, led by Jay DeCoons, former President of YogaWorks, and The Builders Fund have become majority owners of The Bar Method. Jay will assume the role of CEO with The Bar Method founder Burr Leonard transitioning to President while retaining a significant stake in the company. In her role as President, Burr will continue to oversee technique, teacher training, and online video production while Jay will lead the overall organization.

“As The Bar Method opens this new chapter, I could not be more excited to have Jay joining to lead the company forward,” said Burr. “He has a proven ability to create strategic clarity, drive innovation and growth, and deliver results. With him on board, we are positioned to build on our strong brand and the outstanding quality of our products. I look forward to working closely with Jay and The Builders Fund to take our great organization to new heights.”

“I am thrilled to join The Bar Method at this important chapter in its journey and help build on the great accomplishments that Burr and the team have achieved to date,” said Jay. “Together, we will focus on accelerating the growth of the brand with new franchise locations and continue delivering the highest quality, most empowering workouts to our students.”

During his tenure at YogaWorks, a privately held chain of yoga studios located throughout California and New York City, the company significantly improved its market position and performance becoming the leading provider of yoga, Pilates and specialized group fitness programs. He oversaw operations with more than 800 employees, launched their online platform while doubling their studio count and annual sales.

## **About The Bar Method**

The Bar Method, founded by Burr Leonard in 2001, is an industry leader in barre-based fitness. Built on the body-elongating practice of dance conditioning, the science of physical therapy and the pace of interval training, The Bar Method is the most targeted and effective body-sculpting workout. The company launched its franchise operations in 2008. Today, there are 82 locations in the U.S. and Canada; and an online store offering branded apparel and custom exercise accessories. In 2014, the company launched Bar Online, a membership-based online class series.

**Press Contact:** [moon@carvecomms.com](mailto:moon@carvecomms.com)