

Introducing The Bar Method™ Boston

San Francisco, CA and Boston, MA (June 22, 2011) – *The Bar Method* headquarters announces the opening of *The Bar Method Boston* in Boston's Back Bay neighborhood. *The Bar Method* fitness sensation is a powerful exercise format merging the principles of interval training, isometrics, dance conditioning, and physical therapy. The safe and effective method creates a long, lean sculpted body, improved posture and a strong core.

The Bar Method Boston opened this week in Boston's historic Back Bay district at 234 Clarendon Street between Commonwealth Avenue and Newbury Street. Newbury Street is a world-renowned destination of luxury living, designer boutiques, art galleries, lively restaurants and al fresco dining. *The Bar Method* is a natural fit and great addition to the neighborhood with its urban chic ambiance in soothing grays, natural wood, large bay windows and exposed original brick complementing the feel of Boston and maintaining the consistent spa-like design standards of the company's locations across North America. The space features two studios, ladies and men's locker rooms and a retail area with brand merchandise. For information about class schedules and membership, please visit www.boston.barmethod.com.

Studio owners McKenzie Howarth and Sarah Kuzniar left successful careers in finance to pursue their passion for teaching *Bar Method* and running their own business. McKenzie, an avid runner, basketball player, and fitness enthusiast was captivated by the unique style of exercise, quickly realizing its benefits were unlike any other style of exercise, and has been a *Bar Method* instructor for over two years in the San Francisco Downtown and SoHo, New York studios. Sarah's talents for coaching and developing people, managing for business profitability, and improving processes will be huge benefits as a *Bar Method* instructor and studio owner. According to McKenzie, "I've been a devoted *Bar Method* student for years and when the opportunity to open my own studio presented itself, I was thrilled."

Bar Method founder Burr Leonard, who is excited to have a presence in Boston, has trained both Sarah and McKenzie as instructors. "*The Bar Method* offers a unique franchise opportunity for students who have found success through the program. Our company is proud to support female business owners and continue our reputation for superior teacher training and excellent support for our studio owners."

The Bar Method's director of marketing and communications, Dannah Lewis says, "It's a phenomenal time for our company, we have 15 more studios in the design phase, were recently selected as the official fitness partner for Twentieth Century Fox Home Entertainment's *The Black Swan* DVD release, and continue to attract celebrity clients including Drew Barrymore, Ginnifer Goodwin, and Eva Amurri. We are thrilled to have Boston as our 40th franchise location and look forward to McKenzie and Sarah sharing their passion for *The Bar Method* with their new community."

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