

JACQUELINE LUXE

The Bar Method™ & Twentieth Century Fox Promote Dance Fitness With Academy Award Film Black Swan

By jacquelineluxe • March 9, 2011

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Fitness sensation The Bar Method, known for its unique full-body exercise program that utilizes a ballet bar technique, is partnering with Twentieth Century Fox Home Entertainment to promote dance fitness and a healthy body in celebration of the release of the Academy-Award® nominated film Black Swan, available on Blu-ray Disc and DVD March 29th.

Throughout the month of March, The Bar Method will offer an ongoing Black Swan sponsored training series at Bar Method studios located in New York City, West Los Angeles, West Hollywood, Downtown San Francisco, the flagship San Francisco Marina studio, Miami, Chicago, Seattle, Dallas and Portland to celebrate the film's upcoming release on Blu-ray and DVD.

The month long promotion will culminate with an exclusive media event at the New York City SoHo studio where founder Burr Leonard will teach a master class to representatives from the cast and crew of Black Swan. According to Burr Leonard, Founder of The Bar Method, "The Bar Method workout sculpts an elongated, lean firm body, often associated with ballet dancers.

Through our program participants can expect a healthy, toned appearance while gaining grace and poise." "Black Swan has become a cultural phenomenon that has reignited interest in the beauty of classical ballet," said Mary Daily, Executive Vice President, Marketing, Twentieth Century Fox Home Entertainment. "The partnership with The Bar Method capitalizes on the intense popularity of the film while providing a healthy and effective exercise program based on the fundamentals of dance."

