

## **FOR IMMEDIATE RELEASE:**

### **Sculpting Southern California: The Bar Method™ Encino Opens**

San Francisco, CA, and Encino, CA May 12, 2011 – The Bar Method™ headquarters announces the opening of The Bar Method Encino. There are now 39 locations and 20 more coming by year-end. Encino, the 14<sup>th</sup> Bar Method in southern California, held its grand opening this past Saturday with founder Burr Leonard guest teaching.

The Bar Method Encino is located in the heart of Encino on Ventura Boulevard in the Plaza de Oro shopping center. The space shares the modern, serene atmosphere found in other Bar Method studios around the country with accent colors in light, watery blues and a small retail area for selling merchandise. Clients may choose from a grand opening schedule of 29 classes, open 7 days a week.

Katelin Chesna and Emily Beason are co-owners of the new studio. Katelin took her first class in 2003 and has been teaching since 2004. Before opening the Encino studio Katelin taught at both the West Los Angeles and Brentwood studios to some of Bar Method's famous celebrity clients like Eliza Dushku, Drew Barrymore, Jamie Lee Curtis, and Jennifer Grey. Emily took her first Bar Method class at the flagship studio in San Francisco with founder Burr Leonard in 2001 and became a certified teacher last winter.

Katelin's previous career owning and operating an acting studio will be a great asset in teaching her new Bar Method clients. "Coaching and training people to reach their goals makes me happy," says Katelin. Likewise, Emily's experience in sales will be a great benefit to the new business. Both women are excited to become a part of the Encino community. Emily is "energized by people and looking forward to sharing her love for The Bar Method with others."

#### *About The Bar Method*

The Bar Method merges the fat-burning format of interval training, the muscle shaping technique of isometrics, and the elongating principles of dance conditioning to create a recognizable 'Bar Method Body' featuring sculpted arms, flat abs, a lifted seat, and long, firm thighs. The ballet bar based exercise system was created by Burr Leonard and designed with the guidance of physical therapists to ensure joint safety while targeting all major muscle groups, improving posture and increasing physical grace and strength.

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