

FOR IMMEDIATE RELEASE:

The Bar Method™ Opens First Texas Location in Dallas

Dallas, TX, August 25, 2010 – The Bar Method™ announces the opening of their first Texas Bar Method™ location in Dallas. Located at 5560 West Lovers Lane, this studio provides exercise enthusiasts the renowned classes Bar Method devotees have been enjoying in seven other states across the country. The Dallas location is the 33rd Bar Method studio to open with at least 15 more being planned.

The Bar Method™ integrates the fat-burning format of interval training, the muscle shaping technique of isometrics, the elongating principles of dance conditioning, and the science of physical therapy to create a revolutionary workout that quickly and safely sculpts and re-shapes your entire body.

The result is a recognizable ‘Bar Method body’ featuring sculpted arms, flat abs, a lifted seat, and long, firm thighs. The unique non-impact exercises target all major muscle groups improving posture, increasing physical grace and strength, and can even be used as a type of physical therapy.

Dallas location owners Lisa and Tom Hennings are excited to introduce Dallas residents to The Bar Method, the workout that has attracted celebrities including Drew Barrymore, Anna Paquin, Ricki Lake, Ginnifer Goodwin, and Zooey Deschanel. Lisa took her first Bar Method class from founder Burr Leonard six years ago and became a teacher in 2005 attending trainings in New York City, San Francisco, and Dallas. Tom manages the studio and takes classes but is leaving the teaching to Lisa and her team. Before making The Bar Method™ her full-time career Lisa was a professional dancer and certified yoga instructor. Lisa feels her prior dance and yoga experience “allows me to challenge and connect with my students and help them achieve their fitness goals safely and effectively”.

The Dallas location was designed with the same clean, contemporary, urban-chic ambiance and neutral color palette as other Bar Method studios across the country highlighted with rich browns and gypsy red complementing the feel of Dallas. The space features two studios, spa-like locker rooms, and a retail area with Bar Method and Lululemon branded merchandise. The Bar Method™ Dallas is located at the Inwood Village Shopping Center adjacent to the Park-Cities.

Visit the studio, go online at dallas-parkcities.barmethod.com, or call 214-357-4444 to learn more about the Dallas location, find class times, and purchase class packages.

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