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Bar Method™ San Diego Announces First North County Location

The Bar Method Solana Beach to Celebrate Grand Opening with All Proceeds Going to Rady Children's Hospital Celebration of Champions on Saturday, April 2nd

February 23, 2011 – Solana Beach, Calif. – The Bar Method™ (www.BarMethod.com) today announced the upcoming launch of its Solana Beach studio, the first Bar Method to open in North County San Diego. Bar Method Solana Beach joins its Point Loma location, as well as 37 other studios throughout the U.S. and Canada. The new studio will provide Solana Beach and surrounding area residents the opportunity to experience the increasingly popular Bar Method exercise classes, which merge the fat-burning format of interval training, the muscle shaping techniques 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 Bar Method Solana Beach, owned by local residents Allison McCurdy and Jessica Bowman, will officially open its doors on Saturday, April 2nd, with a grand opening event benefiting Rady Children's Hospital's Celebration of Champions (<http://www.celebrationofchampions.net/>). The studio will raise money to sponsor one child and his/her family to pay for hospital programs that provide social, psychological and emotional support and other assistance through the course of illness, treatment and recovery. On April 2nd, The Bar Method Solana Beach will have three donation-based classes – 8:30, 9:45 and 11:00am – on a first come, first served basis. Participants can reserve a place in class online at www.barmethod.com.

"San Diegans have seen firsthand how The Bar Method can literally change the shape of their bodies and provide incredible, yet achievable results," said McCurdy. "Since we opened our Point Loma studio 2.5 years ago, we have serviced more than 2,500 clients between the ages of 20 and 70, and we continue to grow every day. The local community has gravitated towards our unique method of creating a long, lean shape, and we're excited to bring that to North County with our new Solana Beach studio."

The Solana Beach studio is located at 622 San Rodolfo Road in the Solana Beach Towne Center Shopping Center. McCurdy and Bowman selected this location due to strong demand from North County-based students, as well as the community's dense population of athletes and residents' focus on fitness. Like the sophisticated beach town it resides in, The Bar Method Solana Beach is designed to reflect a



serene, contemporary, high-end ambiance with full amenities to accommodate the needs of its clients.

For more information on The Bar Method, please visit www.barmethod.com, call (858) 847-3312 or email solanabeach@barmethod.com.

About The Bar Method™:

The Bar Method™ takes strengthening and conditioning beyond Pilates and yoga by more efficiently exhausting the largest muscle groups while increasing flexibility and building a strong core. Results include lean, carved thighs, lifted seats, flat abs, highly defined arms, and a greater and more elongated muscle mass. The Bar Method™ is becoming a significant player on the national stage just as key trends and current studies show that high muscle mass increases the human body's ability to fight cancer, heart disease and diabetes, as well as lengthen one's lifespan. Further, strengthening and conditioning is proven to increase and restore bone density to prevent osteoporosis. Developed in coordination with physical therapy, The Bar Method™ is low impact, very safe, extremely challenging and intense, yet delivers positive physical and mental results to people of all ages, shapes, sizes and varying athletic abilities. Known as one of LA's premiere [celebrity workouts](#), current and past Bar Method attendees include Drew Barrymore, Anna Paquin, Olivia Wilde, Kelly Osbourne, Ricki Lake, Dita Von Teese, Ginnifer Goodwin, Eve, Molly Sims, Tori Spelling, Alicia Silverstone, Mary-Kate and Ashley Olsen, Zooey Deschanel, Kyra Sedgewick, Julia Ormond and Julia Louis-Dreyfus. Born in 1947, Burr Leonard is the founder of The Bar Method™. She became a Lotte Berk Method student in 1981, opened a [Lotte Berk](#) franchise in 1991, and established The Bar Method™, along with partner Carl Diehl, in 2001.

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