



FOR IMMEDIATE RELEASE:

Introducing The Bar Method Long Beach

San Francisco, CA and Long Beach, CA (October 19, 2011) – The Bar Method™ headquarters announces the opening of The Bar Method Long Beach today, the company's 53rd location. A grand opening celebration is scheduled for January 14th, 2012. Founder Burr Leonard will be guest teaching.

Bar Method Long Beach is located at 6695 E. Pacific Coast Highway. The location is across the street from Alamitos Bay marina and close to the International Port of Long Beach and Cal State University. The community is nestled among the towns of Seal Beach, Naples, and Belmont Shore and joins a growing list of existing Bar Method locations in Southern California.

Bar Method Long Beach maintained the company's keen eye to aesthetics with rich wood floors, warm neutrals, modern fixtures, and a spa-like locker room featuring a stunning glass tile accent wall. The single studio space will be open 7 days a week, offering 33 classes. A retail area is in development. For more information, visit <http://longbeach.barmethod.com/>.

Bar Method Long Beach owners Andrea Davis and Joanna West are excited to start this new chapter in their lives as full-time Bar Method franchisees bringing The Bar Method lifestyle to the friendly, fitness minded Long Beach community. Andrea won her first class through a silent auction five years ago. She trained with founder Burr Leonard and master instructor/Burbank studio owner Joey Decker, and began teaching 3 ½ years ago at the Los Angeles studios known for their celebrity clientele including Ricki Lake, Drew Barrymore, and Anna Paquin. Andrea prides herself on honing her leadership skills in the studio to give her students a workout experience that facilitates a connection to their body and encourages them to work at their personal edge.

Joanna took her first class nearly four years ago and trained with Burr this past May to become a certified instructor. Joanna describes taking class as her, "hour of pure me time where I strengthen my body, mind, and spirit." Inspired by her background in the medical field and personal experience of how The Bar Method positively impacts her life, Joanna now wants to share that knowledge and lifestyle with her new community.

About The Bar Method

The Bar Method merges the fat-burning principles of interval training, the muscle shaping technique of isometrics, and the elongating principles of dance conditioning along with the guidance of physical therapists to ensure the most effective and safe workout. Students attending class regularly can achieve the coveted 'Bar Method body' featuring sculpted arms, flat abs, a lifted seat, and long, firm thighs. The fitness sensation draws client visits at their studios around the country exceeding 80,000 per month.

Studio Info: 6695 E. Pacific Coast Hwy, Ste 125 | Long Beach, CA 90803 | longbeach@barmethod.com

<http://longbeach.barmethod.com/>

<http://www.facebook.com/barmethodlongbeach>

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