



**FOR IMMEDIATE RELEASE:**

**The Bar Method Hits 50 Studios with the Opening of Plano, TX**

**San Francisco, CA and Plano, TX (October 15, 2011)** – The Bar Method™ headquarters announces the opening of The Bar Method Plano, the company’s 50<sup>th</sup> studio. The Bar Method merges the principles of interval training, isometrics, dance conditioning, and physical therapy creating a long, lean sculpted body, improved posture and strong core. The fitness sensation draws client visits exceeding 80,000 per month and a celebrity clientele including Drew Barrymore, Ginnifer Goodwin, Ricki Lake, and Eva Amurri.

The Bar Method Plano is located about 30 minutes north of Dallas in the Lakeside Market Shopping Center (4017 Preston Road, Suite 521) alongside a diverse mix of shops and some of Collin County’s top restaurants. The community has a strong family feel and is home to several Fortune 1000 company headquarters including JC Penney and the Dr. Pepper Snapple Group. The new Plano location will provide area exercise enthusiasts with the class that has quickly become popular in Dallas and Austin, where franchises opened earlier this year.

As with all The Bar Method studios, there is a keen eye to aesthetics. The Bar Method Plano’s interior design is bright, airy, and modern with an array of soothing neutrals, artistic light fixtures, high ceilings, and leather seating. The space is a corner suite with lots of natural light, two exercise studios, a spa-like locker room and a retail area with Bar Method logo merchandise available for purchase. Classes will be offered six days a week. For information about class schedules and membership, please visit <http://plano.barmethod.com>

The Bar Method Plano owner Marin Van Vleck developed a passion for the class as soon as she discovered it while living in Los Angeles over six years ago. She was invited to become an instructor and received her training and certification from The Bar Method founder Burr Leonard. Marin then taught at three busy southern California studios (Hollywood, West L.A., and Pasadena). She was selected to represent The Bar Method in a full-page editorial in *US Magazine* last year and can be seen in the Bar Method DVD, "Dancer's Body Advanced Workout."

Most recently, she was selected to teach Bar Method classes at Rancho La Puerta in Mexico, "world's best destination spa" (*Travel & Leisure*). She finds daily inspiration teaching and watching clients' bodies and spirits transform. Marin is thrilled to bring this fitness method to the city of Plano! Burr Leonard says, "Marin has been a long-time beloved Bar Method teacher and we are excited and proud that she is opening our 50<sup>th</sup> studio and bringing The Bar Method to Plano."

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

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

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