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Pure Barre Opens on Charlestown Road

New Albany, Ind. (November 23, 2015) – Pure Barre celebrated its grand opening at 4317 Charlestown Rd, Suite 9 in New Albany on Thursday, November 23rd with a ribbon cutting hosted by One Southern Indiana (1si). Since it began franchising in 2009, Pure Barre has exploded in popularity and has expanded to include 320 studios across the United States. Additionally, Pure Barre has reached international status with two studios in Canada with more in the works.

Pure Barre offers a 55 minute full-body workout that lifts and tones thighs, abs and arms and burns fat using small isometric movements. Isometric movements are a type of strength training in which the joint angle and muscle length do not change during the contraction of muscle(s). The technique is low-impact, making it ideal for clients of all ages and fitness backgrounds.

Pure Barre's owner, Megan Wade, opened the New Albany location to expand the exercise options for women in Southern Indiana. "New Albany is a beautiful community and one which is growing very quickly," Wade said. "Pure Barre works with all fitness levels, and New Albany is the perfect location to open this studio."

About Pure Barre:

Pure Barre is a fast, effective, yet safe way to change your body. The technique lifts your seat, tones your thighs and arms and flattens your abs in record-breaking time. The Pure Barre technique works each muscle group to fatigue, then stretches them back out to create long, lean physiques without bulk. Pure Barre offers classes every day from 6:00 a.m. – 6:00 p.m. To learn more visit <http://purebarre.com/in-newalbany/>

About One Southern Indiana:

One Southern Indiana (1si) was formed in July of 2006 as the Chamber of Commerce and Economic Development organization serving Clark and Floyd Counties. 1si's mission is to provide the connections, resources and services that help businesses innovate and thrive in the Southern Indiana/Louisville metro area.

Since its inception, the organization has evolved to include a three-prong approach to serve its members and investors. Business Resources, as the chamber side of the organization, encompasses membership, signature events and programs which support and encourage business growth;

Economic Development works to grow the regional economy through the attraction of new commerce and assists with retention and expansion of existing businesses; Advocacy supports businesses at the government level by engaging in the initiatives to preserve, protect and promote a business friendly environment free of obstacles to growth and development of commerce. For more information on One Southern Indiana: www.1si.org.



Megan Wade, owner, cuts the ceremonial ribbon at the new Pure Barre in New Albany. Pure Barre offers a 55 minute full-body workout that lifts and tones thighs, abs and arms and burns fat using small isometric movements.