



FOR IMMEDIATE RELEASE

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Balance Fitness and Surround Fit & Wellness partner to introduce fitness experience to Southeastern Wisconsin

May 17 event to feature free immersive fitness and wellness classes, prizes and refreshments at Balance Fitness

Milwaukee, WI (May 10, 2017) – Balance Fitness and Surround Fit & Wellness will be offering free immersive fitness classes on Wednesday, May 17, at Balance Fitness to kick off their new partnership. Surround Fit & Wellness' combination of unique high-resolution content and custom visualization systems will virtually take participants beyond Whitefish Bay. For example, cyclists can *ride through Hawaiian mountains* and yogi can *practice their poses during a pristine golden sunset*. Large projection surfaces provide users with an immersive experience by capturing a greater portion of the participant's view while engaging them with skillful instruction synchronized to details within the immersive content.

The kickoff event will feature a variety of fitness or wellness classes every hour, from 6:30 a.m. to 6:30 p.m., including:

- **Cardio kickboxing – 7:30 a.m. / 5:30 p.m.**
Punch and kick your way to fitness in these upbeat 30- or 45-minute cardio classes. High impact and low impact moves are shown, making this class available to most fitness levels.
- **Cycling – 6:30 a.m. / 12:30 p.m. / 6:30 p.m.**
Cycling classes range from 30 to 45 minutes and are designed to accommodate recreational to advanced cyclists.
- **Kids Yoga – 3:30 p.m.**
This 30-minute class takes kids on a fun adventure exploring their world while introducing kid-friendly yoga poses and mindfulness techniques. Appropriate for ages 4-10.
- **Meditation – 9:30 a.m. / 2:30 p.m.**
These guided, 15-to-30 minute sessions will help you de-stress and reenergize. Participants can sit on the floor or chair or stand.
- **Latin Dance – 10:30 a.m. / 4:30 p.m.**
This low impact dance party-themed class will seem to go by a lot faster than 30 or 45 minutes as you get your groove on.
- **Tai Chi – 11:30 a.m.**
Each class incorporates eight energy skill exercises that use mind and breath to guide energy (Qi) through pathways to specific organs in the body along with various postures or movement to help you achieve relaxation.
- **Yoga – 8:30 a.m. / 1:30 p.m.**
This Vinyasa style 30- or 45- minute class will enable you to work on strength, flexibility, and mind-body awareness. Modifications are provided to allow you to work at your own level.

May 17 event attendees can rejuvenate with healthy juices and snacks. All participants will have a chance to win prizes including free future physical and virtual classes, and other giveaways. Class preregistration will be available until 30 minutes before each class by visiting bit.ly/freeclassesMay17.

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“Surround Fit & Wellness’ system is pushing fitness in the direction it is already going by layering in technology and a more experiential classes that make workouts engaging, productive, safe, and hopefully addictive,” said Garrett Stangel, owner, Balance Fitness. “It will offer new dimensions to our existing training programs and tremendous value to my clients by providing additional self-serve classes to help them take their fitness to the next level.”

The content offered by Surround Fit & Wellness comes out of Marquette University where members of its employee wellness community have used it for more than two years. The immersive content of the classes can be run instructor-less when participants choose their class via a touch-screen panel, enabling members to still get their workout in if their schedule doesn’t allow them to attend an instructor-led class.

“When participants feel present in an environment beyond their physical location, they engage more fully,” said John LaDisa, partner, Surround Fit & Wellness.

Kristin Kipp, partner, Surround Fit & Wellness, added “incorporating daily movement and mindfulness practices is important for your health, and having a system like this in place, makes it a little easier to do this.”

The Surround Fit & Wellness and Balance Fitness classes are listed on Balance Fitness’ Mindbody page, accessed via www.livebalancefit.com/services. Once there, click on semi-private training. Participants are encouraged to have a free initial consultation with Balance Fitness so that their present fitness level can be assessed and their coaches can provide recommendations for their ongoing training plan. Simple pay-as-you-go punch passes or recurring monthly memberships are available.

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ABOUT SURROUND FIT & WELLNESS AND BALANCE FITNESS

SURROUND FIT & WELLNESS

Surround Fit & Wellness offers equipment and high-resolution imagery of picturesque locations or content to create an immersive fitness and wellness experience. Immersive classes can be run with or without an instructor through a touchscreen panel at health clubs, hotels, community centers, schools and other public locations.

For more information, visit www.surroundwellness.org.

BALANCE FITNESS

Balance Fitness, a small boutique personal training studio located in Whitefish Bay, Wis., exists to help its clients and coaches *Live Balance Fit* by providing the best personal and small group training service. Custom health and performance training includes expert coaching, evidence-based nutrition, exercise and lifestyle education and accountability.

For more information, visit www.livebalancefit.com.