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## **btone FITNESS brings 16th studio to New England in 2,200 s/f space**

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Marblehead, MA btone FITNESS is opening its newest locations in a 2,200 s/f studio. This is the growing company's 16th studio and is the latest in the company's expanding franchise portfolio. The new studio, located at 12 Atlantic Ave. next to Eat Well Kitchen and Shubie's Marketplace, is owned and operated by Boxford, MA resident, Noelle English, a long-time devotee of btone FITNESS who says the btone workout is a "genius hybrid of resistance training, yoga and pilates, making it perfect to successfully achieve any and all New Year's fitness resolutions."

The new studio joins other btone locations throughout New England, including those in Boston's Back Bay, the North End and South Boston, along with studios in Wayland, Andover, Hanover, Lexington, Middleton, Waltham, Hamilton, Kingston and Wellesley, Massachusetts. Hartford, Connecticut; Providence, Rhode Island and Harwich locations recently opened as well and expansion plans call for additional studios to open throughout New England, the mid-west and mountain state areas in the coming year.

btone FITNESS was founded by Jody Merrill, who said, "Marblehead is the perfect market for us to open in next. And we found the ideal location on Atlantic Ave. next to the widely popular Eat Well Kitchen and Shubie's Marketplace." She adds that "Noelle English represents the ideal franchise partner because she has been a client of btone for many years. This studio opening is an exciting one for the company as we continue to expand our brand throughout New England and beyond, and Noelle is the perfect ambassador to help grow our fitness footprint."

Studio owner (and instructor) Noelle English said, "I've known for a long time that Marblehead would be an ideal market for btone FITNESS. When this space on Atlantic Ave. became available, we jumped at the opportunity to open in this location. This is a neighborhood that attracts residents all day long making it convenient for anyone to squeeze in a 45-minute total body tone workout. And that's our number one priority, to make the btone FITNESS workout and class experience easy, fast and effective. There's nothing else like this in the Marblehead market."

The Marblehead studio, which has an abundance of natural light, will offer eleven custom-engineered machines [exclusive to btone FITNESS] to ensure a highly personalized class where clients will feel comfortable regardless of their fitness levels. Childcare facilities will also be available. Unlike other group exercise classes, btone specializes in 45-minute, total-body TONE workouts on these custom machines, allowing clients to tailor each and every move with spring resistance and body placement. Clients can easily and safely modify or vary their workout based on

their current fitness level and wellness goals. English said, “Btone makes it easy to squeeze in a total-body workout during the day, before or after work, or whenever your busy schedule permits. Our classes hit every muscle in your body. From move to move, you have the ability to tailor and adjust your workout resistance, along with your body positioning, to make each exercise the most comfortable and effective it can be. While our movements are slow, they deliver fast results. This is the wildly efficient 45-minute workout you need for the new year! All levels and ages welcome, for every body, every day.”

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