



CELEBRATING
55 YEARS

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btone FITNESS opens two locations - 3,900 s/f

August 30, 2024 - Retail



665 Main Street - Walpole, MA

Mashpee, MA btone FITNESS has opened its two newest franchise locations:

btone FITNESS Mashpee, a new 2,000 s/f studio, located at 32 Bates Rd. at Mashpee Commons. This studio is a new franchise studio owned and operated by residents and husband/wife team, Pete and Mel Collura, long-time devotees of btone FITNESS who say the btone workout is a “genius hybrid of resistance training, yoga and pilates, making it the perfect full-body workout for anyone visiting Cape Cod this summer.”

btone FITNESS Walpole, a new 1,900 s/f fitness studio, located at 665 Main St. in 1A Marketplace, is co-owned and operated by resident, Heidi Boie, and Darlene Hollywood Hale. Hale said, "After knowing and working together for more than twenty years in an entirely different line of work, it's terrific to be collaborating on a business based on something we're both truly passionate about". Boie said, "As a long-standing resident of Walpole, I'm incredibly excited and proud to be able to bring this incredible workout to the community I call home since there's nothing else like it around. We're confident btone FITNESS will make a positive impact on the lives of many when we open this summer."

Both locations will offer ten custom-engineered machines to ensure a personalized class where clients will feel comfortable regardless of their fitness levels.

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.

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