

Premiere Fitness Studio M6 Fitness Raises the ‘Barre’

Thousand Oaks, CA (October 8, 2011) – A surge in demand created the need for M6 Fitness, the premiere fitness studio of Ventura and L.A. Counties since 2008, to expand to a new 5,500 square foot location that is more than double the size of its previous location. Despite the tough economy and a downturn in the startup of new health clubs, M6 Fitness has not only thrived, but has also doubled its number of members since its expansion.

Known for its signature high-energy classes and club atmosphere, M6 Fitness blends cutting-edge fitness with urban dance movements. Its new location exudes a hip and luxurious feel as much as it creates a family-friendly and close-knit environment.

There’s no other studio around that offers the newest, freshest, and most revolutionary styles of fitness at its affordable rates.

Founded in 2008 by professional dancer and industry-leading fitness instructor and trainer Michelle Vrakelos, M6 Fitness is the trendsetter of group fitness training. After studying at the EDGE Performing Arts Center on scholarship, Vrakelos went on to be a member of dance companies with famous dance choreographers, such as Ryan Heffington, Tracy Phillips, and Shane Sparks, and appeared in a number of industrial films and music videos. She also taught alongside Tae Bo legend Billy Blanks and traveled with him across the country to train the U.S. Armed Forces for years before opening M6 Fitness.

“When I first opened M6 Fitness, I wanted to create a place with all of the components I would look for in a fitness studio – style, innovation, a group environment where everyone encourages one another to do their best, expert trainers and instructors, a variety of specialized classes, and extensive equipment. With my team, we’ve created just that,” says Vrakelos. “With our new location, we take it to the next level. I’ve sought out the top, industry-leading trainers and together we’ve put together a schedule of classes that will challenge you to your limits, get you fit while having fun, and teach you how to put your mind over matter.”

Vrakelos has taken her twenty-year background in ballet to create M6 Fitness’ trademark and most popular class – Barre Control, a fusion of modern ballet and athleticism, which combines sculpting exercises with basic ballet techniques and movements. Barre Control is packed every day with Vrakelos’ devotees, including celebrities, such as professional volleyball player and model Gabrielle Reece and actress Cynthia Daniel. It is designed to lengthen and tone your muscles using a ballet barre and by integrating dance conditioning, light weights, isometric exercises, cardio plié jumps, and more – however, no previous dance training is needed to take the class. Drawing from her extensive training and experience in fitness and dance, Vrakelos continuously creates fresh and innovative exercises. You will never experience the same class twice.

Gabrielle Reece relies on the exercises she has learned from Vrakelos in Barre Control to stay in shape when she is traveling or only has time for a quick workout.

“Ballet barre fitness classes incorporate lengthening and toning exercises that help you build the strong, but graceful body of a dancer,” says Reece. “Michelle’s kick-butt Barre Control class at M6 Fitness kills you with the reps – believe me, just holding your arms up above your head or parallel to the ground becomes work after a while. But it’s worth it when you see the results.”

Vrakelos’ high-energy, dedication, and impressive background has created a buzz since M6 Fitness opened in 2008 and continues to attract a large following of people from Ojai to L.A. The fitness techniques and concepts created by Vrakelos and her team of trainers and instructors are coveted by a devoted following of celebrities and fitness enthusiasts alike. In addition to Gabrielle Reece and Cynthia Daniel, she counts many other celebrities among her clientele, including well-known athletes, such as former NFL player Chris Hayes and former NBA player Gary Grant.

Chris Hayes, former eight-year veteran of the NFL and Super Bowl champion of the Green Bay Packers, credits M6 Fitness for staying fit after retiring from the NFL.

“M6 Fitness, with its unique styles of workouts and high-powered energy, reminds me of how I trained as a player in the NFL,” says Hayes.

With the opening of its new location, M6 Fitness introduced the *M6 Revolution*, a state-of-the-art cycling studio that is the only one of its kind in Ventura County, equipped with RealRyder bikes that take indoor cycling to a new level. Imagine riding along the California Coast or through Wine Country vineyards without having to step foot outside. With a 10 foot movie screen and RealRyder bikes that turn, tilt, and lean to simulate an outdoor bike ride, you get a full-body workout while strengthening core muscles and burning 20% more calories per minute than the traditional indoor cycling workout. As featured on major networks and publications, the buzz around the RealRyder has attracted a strong following throughout 22 countries, from beginners to competitive athletes to cyclists and celebrities, like Rihanna and Tobey Maguire.

A native of Thousand Oaks, Vrakelos has known and worked with most of her clients for years and has far exceeded their fitness goals and expectations.

Lacey Philbrick was 40 pounds overweight, until she joined M6 Fitness a year ago.

“Before I started my journey with M6 Fitness, I had been searching for that one place that had motivating instructors as well as diverse members with the same fitness and lifestyle goals as mine. M6 is that place. And although my primary inspiration to join M6 was to lead a healthier lifestyle and not just lose weight, I have lost 50 pounds since joining. M6 did what other gyms in this area couldn’t do. It kept me wanting more. Every workout is a new challenge, every class is invigorating, every instructor is invested, and every member is inspiring.”

M6 Fitness is designed for the busy mom, fitness enthusiast, athlete, and novice – anyone and everyone who craves a fresh new outlook on their fitness regimen and a step-up from their current level of fitness.

Philbrick goes on to say, “When you come to M6 you will see people of all different shapes, sizes and backgrounds. You will see husbands and wives in Party Box, fathers and daughters in Knock Out, sisters in Barre Control. We are a family at M6, and I know I speak for everybody when I say we welcome everyone and anyone to join and be a part of the M6 community. Trust me, you’ll be happy you did.”

Gary Grant, long-time M6 Fitness member and former L.A Clippers and New York Knicks basketball player, trained at M6 during his time as a guard and continues to go to M6 Fitness for his daily workouts.

“If you want to get in shape or stay in shape, M6 Fitness is your place,” says Grant.

Katie Porush, a Westlake High School student, doesn’t miss a day of getting her M6 fix.

“M6 has helped me develop a passion for fitness. The classes, instructors, family environment, and energy all come together to create the perfect way to end my day.”

In addition to Barre Control and RealRyder cycling classes, M6 Fitness offers a variety of daily classes, such as Party Box (cardio kickboxing), Knock Out (boxing), X Camp (boot camp), Elevate (cardio and sculpting), FIT (small group training), Power 45 (interval training with TRX), Hip Hop, and Strip. Unlimited class packages as well as single classes are available. For more information, please call 805.449.1505 or visit www.m6fitness.com. You can also find M6 Fitness on Facebook at <http://www.facebook.com/pages/M6-FITNESS/116398751741821>.

Come... Discover the crave.

For all press inquiries, please contact Katherine Chang at 818.434.6822.

INTERVIEW OPPORTUNITIES: Michelle Vrakelos (owner of M6 Fitness), Tracy Martins (creator of M6 Revolution), Chris Hayes (former NFL player and member), Lacey Philbrick (member), Katie Porush (member); other members.

OTHER INTERVIEWS AVAILABLE UPON REQUEST.

B-ROLL AND PHOTO OPPORTUNITIES: Class demonstrations of Barre Control, indoor cycling with RealRyder bikes, kickboxing, boxing, boot camp; Michelle Vrakelos; Chris Hayes; well-known trainers and instructors in Ventura and L.A. Counties and fitness industry; members taking classes; RealRyder bikes; tour of the facility.