



Movati Athletic Opens Unique Prototype Fitness Club in Burlington

Massive New 70,000-Square-Foot Club Offers an Unparalleled Variety of Studio Classes with Something for Everyone

Burlington, Ontario – November 25, 2017 – Movati Athletic, one of Canada’s fastest growing fitness clubs, today opened its latest prototype facility in Burlington, Ontario, its 14th location offering premium service at an affordable price.

The sprawling 70,000-square-foot club delivers an upscale, lifestyle-oriented fitness experience that is unique in the industry. It combines the most popular studio fitness concepts with state-of-the-art functional, cardio and strength training facilities. Encompassing three levels, and featuring two pools, including a women’s only pool and fitness area, Movati Athletic truly offers something for everyone. Membership at Movati includes an unparalleled number and range of classes – up to 200 professionally instructed, regularly scheduled activities every week.

“We are so proud to bring the Movati concept to Burlington,” said Chuck Kelly, CEO and co-founder of Movati Athletic. “Movati Athletic is committed to making its members feel welcome, comfortable and healthy every day, from our obsession with cleanliness to the best team of instructors and customer service team in the business. We look forward to serving our new members and helping advance the fitness and well being of the Burlington community.”

The new club will feature six dedicated fitness studios, including open-air Sky Studio, Hot Yoga, Anti-Gravity Yoga, Movati Cycle, FUEL Training and Ignite Training. Studio fitness classes include 15 kinds of yoga, six varieties of Pilates, four styles of dance and boxing, Body Art, Movati Drums Alive and Personal Training, all led by certified instructors and trainers. Among Movati’s signature offerings:

- Movati Ignite – a unique training program that combines the benefits of personal training, the camaraderie of a smaller group and the science of high intensity interval training in one program
- Movati FUEL – one of the largest functional training spaces of any fitness club in the Greater Toronto Area, a true playground for the fitness enthusiast
- Movati Cycle - a newly designed studio features Movati’s signature Rhythm and Beats (‘party on a bike!’) and Speed and Power (performance-focused) classes

Other unique Movati Athletic features include a family pool, men’s and women’s steam rooms and infra-red saunas, and additional amenities like Kids’ Club Playroom, Café and several relaxing lounges.

The new club is also boosting Burlington’s local economy. Movati Athletic invested nearly \$20-million in development and construction, created more than 150 construction jobs, and will create more than 125 permanent Movati team positions.



About Movati Athletic

Movati Athletic is a privately held company with 14 locations across Ontario. Established in 1997, Movati Athletic is a pioneer in fitness industry offering an experience that goes beyond just working out. It offers a full range of the latest fitness services and amenities tailored to its member's needs. With over 1,500 full and part time team members, it's caring and exceptional people ensure that members feel welcome, feel comfortable and feel healthy. Driven by a vision to empower people's lives through fitness and health, making the communities it serves healthier and happier, Movati Athletic is poised for growth nationally and internationally. Visit www.movati.ca for more information.