

Focus Fitness of the Main Line
610-525-5515
asobel@focusfitnessml.com

FOR IMMEDIATE RELEASE

FOCUS FITNESS OPENS ON THE MAIN LINE

New Health and Wellness Studio is Raising Spirits in a Plunging Economy

You walk in, shrug off the November chill and are immediately cocooned in tranquil colors, vanilla and jasmine and gentle music. Instantly your stress diminishes, your heart rate slows, and your breath deepens. You begin to forget the news report you just heard about the economic crisis.

You're not at a pricey spa out West, you are tucked on a small side street in Rosemont, Pennsylvania at the most unique new fitness studio to hit the main line.

Focus Fitness couldn't have opened at a better time. This one of a kind health club aims not just to get your body in shape, but to promote mental and spiritual wellness at a time when many people are feeling more stressed out than ever. "Life right now is so stressful and it can take a terrible toll on our bodies on so many levels – causing depression and heart disease" says owner Allison Sobel. "Focus Fitness is an oasis, where people can come, strengthen their bodies and refresh their minds." "We help clients become the best that they can be with personal attention that they just won't find anywhere else".

This emphasis on personal growth and spiritual development is what sets **Focus Fitness** apart from the rest. Besides expertly taught yoga, pilates and spinning you will find many things here that you won't find at a traditional gym. The "YES" class for example consists of 30 minutes of intense spinning (that's cycling on a stationary bike) followed by 30 minutes of restorative yoga.

Instructors in every class remind clients to be the best that they can be, to dig deep and find the power and goodness inside of them. Yoga always ends with clients lying on a mat, their eyes closed as the instructor delivers a meaningful reading, and sometimes a mini personal massage for each client using warm, healing China Gel. Clients say it really is like getting a free therapy session with each workout. In a letter to gym owner Allison Sobel, Amie Heimback writes "My anxiety levels have completely gone down, I sleep better. Your classes really inspire me to believe that anything is possible". Similar praise is pouring in from other clients who say they have experienced an "awakening" at **Focus Fitness**.

Whether a beginner athlete or an iron man, clients here are pampered in so many ways. The towels are delicately scented, the ladies and men's locker rooms are beautiful and you never have to wipe down the club's workout equipment. Simply leave your towel on your bike or your mat, and they will do the work for you.

All of the materials used to build the gym are environmentally responsible, from the bamboo flooring to the chemical free paint on the walls.

You must come experience for yourself this soulful center for health, fitness, and discovery. It is an emotional bailout, that has come not a minute too soon.

For more information or to set up an interview with Allison Sobel please call (610) 525-5515.