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**For Immediate Release**

**Pure Barre Coming Soon to Watertown's Arsenal Yards**  
*Watertown Residents and Visitors Will Soon Be Able to Enjoy the  
Total Body Workout Provided by Pure Barre in a Brand New Studio Space*

**Watertown, Mass., December 10, 2020** – [Arsenal Yards](#) today announced that [Pure Barre](#), the largest barre concept in North America, is officially coming to Watertown in 2021. Pure Barre delivers an effective total body workout focused on low-impact, high intensity movements that lift and tone muscles to improve strength, agility, and flexibility for every body.

With its opening planned for spring 2021, the Pure Barre Arsenal Yards studio will be new construction, ensuring the highest levels of health and safety. The studio buildout will include a brand-new HVAC system that incorporates hospital grade air-filtration, access to fresh air supply, contactless check-in, robust cleaning and disinfection protocols, and a controlled environment.

"I'm thrilled to bring Pure Barre to Watertown and join the historic rehabilitation of Arsenal Yards," said Lora Pike, owner of Pure Barre Arsenal Yards. "The activity and innovation taking place today in Watertown and Arsenal Yards is palpable and I cannot wait to be part of this culture. I am grateful to the developers Wilder and Boston Properties for including in their vision a location for the community, including residents and businesses, to live a healthy lifestyle. This year has emphasized the importance of our health, and I am excited to provide in 2021 a new, safe, and inclusive studio to escape the hustle of life and focus on wellness."

Created in 2001, Pure Barre is the largest, most established barre franchise with more than 550 studios across North America. Pure Barre's technique is focused on small isometric movements designed to benefit women and men at every fitness level. Its low impact approach protects the joints to reduce injury while increasing strength and endurance through lengthening and toning. In 45-50 minutes, three separately tailored classes feature musically driven choreography for a continuously fresh total body workout.

"We couldn't be more excited to offer the Pure Barre concept to those who visit, live, or work at Arsenal Yards next year," said Gary Robinson, VP of Leading, Wilder. "Pure Barre will be a great complement to the shops, restaurants and entertainment venues we currently offer, and I know Watertown residents will be thrilled to have this popular fitness option so close by."

Arsenal Yards is a thriving new neighborhood comprised of over one million sq. ft. of development including 250,000 sq. ft. of shopping, dining and fitness space, as well as fresh groceries from Roche Bros. and a seven-screen cinema, The Majestic 7 at Arsenal Yards. Additionally, Arsenal Yards includes 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda, 300 contemporary residences, and a 146-room Hampton Inn & Suites by Hilton.

For more information on Pure Barre and Arsenal Yards, visit [www.purebarre.com](http://www.purebarre.com) and [www.arsenalyards.com](http://www.arsenalyards.com).

### **About Arsenal Yards**

Along the Charles River, in the heart of East End Watertown, Greater Boston's next great neighborhood is emerging. With continued growth and development, by 2021 Arsenal Yards will be a thriving new neighborhood with over 50 curated shops, eateries, fitness, and entertainment venues including The Majestic 7, Buttermilk & Bourbon, and Roche Bros. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, 300 contemporary apartments, and a 146-room Hampton Inn & Suites by Hilton. Merging the best of community, culture, and lifestyle into a uniquely ideal place to live, work, and play, Arsenal Yards' original mural art installations are adding to the urban vibe along with enhanced outdoor and green spaces for social and community gatherings. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit [www.arsenalyards.com](http://www.arsenalyards.com).

### **About Pure Barre**

Pure Barre is the largest, most established barre franchise with more than 550 studios across North America. With a dedicated following of 550,000+ clients, Pure Barre features an effective total body workout focused on low-impact, high-intensity movements that lift and tone muscles to improve strength, agility and flexibility for everybody. For more information, visit [purebarre.com](http://purebarre.com).

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