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Arsenal Yards Celebrates Opening of Pure Barre Fitness Studio

*Starting June 21, Residents and Visitors to Arsenal Yards in Watertown Can Enjoy
the Total Body Workout Provided by Pure Barre in a Brand New Studio Space*

Watertown, Mass., June 17, 2021 – [Arsenal Yards](#) today announced that [Pure Barre](#), the largest barre concept in North America, is officially opening the doors to its new studio space located at 53 Bond Street on Monday, June 21. Pure Barre delivers an effective total body workout focused on its proprietary low-impact, high intensity movements that lift and tone muscles to improve strength, agility, and flexibility for every body.

The new Pure Barre studio at Arsenal Yards will celebrate with a “soft opening” from June 21 – June 27. Members-only classes will be offered Monday, June 21, through Wednesday, June 23, followed by free classes open to the community from Thursday, June 24, through Sunday, June 27. As part of the soft opening celebration, the Arsenal Yards studio is offering an unlimited membership of classes for 20% off the first three months. Anyone from the community interested in learning more or looking to try Pure Barre with a free Foundations class can email arsenalyardsgm@purebarre.com. Classes are available seven days a week, and are currently starting at 6:00am to 7:00pm, depending on the day.

“While I am excited to finally open our doors and share the amazing benefits of Pure Barre, I am humbled by the support we have received from the community and by the incredible number of people who have joined our studio. Our team is grateful for everyone’s patience while we navigated building a new studio during the pandemic, and we cannot wait to meet everyone next week,” said Lora Pike, owner of Pure Barre Arsenal Yards. “Through Pure Barre’s technique, we can offer different modifications during class, which is great for people who might have an injury or who are getting back into a fitness routine now that COVID restrictions have eased. We are committed to providing the community a clean, safe and welcoming environment where they get to dedicate 50-minutes to themselves each day.”

Created in 2001, Pure Barre, which increases strength and endurance, improves mind-body connection and core strength, and enhances flexibility and balance, is the largest, most established barre franchise in 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.

“As a hugely popular participant in our Summer Fitness Series on the River Green, we know that Watertown residents and guests love the Pure Barre experience, and we’re excited to officially welcome Pure Barre into their new studio space at Arsenal Yards,” said Gary Robinson, VP of Leading, Wilder. “As a true neighborhood destination here in Watertown, it’s important to us to be able to offer the services and offerings our residents and guests want and need – and fitness offerings are a big part of that.”

Pure Barre is the latest opening at Arsenal Yards this year, kicking off what is sure to be an exciting summer with additional openings, including Buttermilk & Bourbon and Tori Jiro, coming soon. With construction scheduled to be completed in Fall of 2021, Arsenal Yards is a thriving neighborhood comprised of over one million sq. ft. of development, including a great mix of retail and restaurant space, state-of-the-art life science space, 300 contemporary residences at Blvd & Bond, and a 146-room Hampton Inn & Suites by Hilton.

For more information on Pure Barre and Arsenal Yards, visit www.purebarre.com and www.arsenalyards.com.

About Arsenal Yards

Along the Charles River, Greater Boston’s next great neighborhood is thriving in the East End of Watertown. Set for completion in Fall of 2021, Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon’s Wine, Pure Barre, Roche Bros. and more. Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda; 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series for both residents and visitors, including outdoor musical performances and fitness classes, along with its new “Picnic in the Park” series in the summer months and a “Fireside” fire pit activation in winter. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit 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.

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