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A 21st Century Brand

CEO MICHAEL SHEEHAN IS
REMAKING BALLY TOTAL FITNESS



Club Openings

Urban Active Debuts in North Carolina



Urban Active arrives in Charlotte

Urban Active Fitness, a rapidly growing chain of full-service fitness centers, recently opened its 42,000-square-foot Ballantyne club in Charlotte, North Carolina, its first in that state. The new \$13-million, three-story fitness facility features an indoor swimming pool, elevated running track, racquetball courts, supervised children's play area, and more than 115 pieces of cardiovascular and strength-training equipment.

The company currently operates 35 clubs in Kentucky, Ohio, Tennessee, Nebraska, and Pennsylvania. —

Crunch Opens Third Franchise on West Coast



Crunch's 3rd franchised location

Last month, Crunch Fitness, the club brand known for its "No Judgments" philosophy, opened a 17,000-square-foot facility in the Blue Oaks Shopping Center in Rocklin, California, making it the company's third franchised location, nationwide. The new club will feature Crunch's high-end equipment, expert personal training, online fitness and nutrition programming, free tanning, and its signature group-exercise classes.

"I'm excited to bring the first club of its kind to the Sacramento area," says Mark Polli, the owner of the Crunch franchise in Rocklin. "Rocklin is the perfect place for Crunch because it's an

active, health-conscious community. Our clubs will provide a fun, friendly, and clean environment with brand-new equipment and group-exercise classes that will be affordable for everyone."

Crunch, which is now owned by New Evolution Fitness Company (NEFC), has 21 flagship clubs in New York, Miami, San Francisco, and Los Angeles. The company recently began franchising and now has three such units on the West Coast. —

Cambridge Athletic Club to Open Express Location



New CAC serves riverfront office park

The Cambridge Athletic Club (CAC), based in Cambridge, Massachusetts, has begun work on a new CAC Express location in the Kendall Square section of the city. The 4,200-square-foot facility, which will be open 19 hours a day, will offer personal and small-group training, and will be outfitted with brand new cardiovascular, functional, strength, and weight-training equipment.

CAC Express members will also have access to the company's 25,000-square-foot main location in Kendall Square, which offers additional benefits and amenities, such as: discounted corporate membership rates; on-site personal trainers and nutritionists; private group-fitness classes; physical therapy; massage therapy; and sports programming, including basketball, racquetball, squash, and Wallyball. Members will be able to make the most of their memberships and enjoy special perks, e.g., free parking, towel service, and steam room and sauna access. —

One2One Bodyscapes Opens First Location in New Jersey

One2One Bodyscapes, the Newton, Massachusetts-based personal-training center franchise, has expanded to New Jersey with the opening of a new facility in Westfield. It's the firm's 16th location to open in New England and one of 24 locations it's sold nationwide. The company offers one-on-one personal-training services in an intimate, home-like setting featuring luxurious amenities. Clients don't pay for a membership; they purchase sessions individually or in a package. —