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BUSINESS

GRAND OPENING SATURDAY



GREG DERR PHOTOS/THE PATRIOT LEDGER

■ Jill Blair of Hingham works out early in the morning at the new BodyScapes in Hingham.

Fit addition: Another tenant at former shipyard

BodyScapes opens at The Launch in Hingham

By Shaunna Gately
THE PATRIOT LEDGER

HINGHAM

The growing BodyScapes chain has picked the former Hingham shipyard to open its third full-service fitness center.

More than 30 full-time and part-time employees work at the 8,700-square-foot BodyScapes Fitness location, which opened last month at The Launch at Hingham Shipyard. In addition to the three full-service gyms, the Newton-based BodyScapes chain includes 16 One2One BodyScapes personal-training studios.

First-time franchise co-owner Gregg Cohen is confident the new BodyScapes center will do well. So far, the Hingham gym has nearly 80 members, and Cohen said he expects to sign about 500 members this year.

All memberships in Hingham include two free personal training sessions. As a summer promotion, the memberships will also include a pilates session with Lisa Johnson, owner of the Modern Pilates chain.

Johnson runs four pilates studios in BodyScapes locations, such as the new one in Hingham. Participation in Modern Pilates classes doesn't require a BodyScapes membership. Johnson, who has been a pilates instructor since 1998, found that BodyScapes had a laid-back approach to getting fit, one that com-



■ The new BodyScapes fitness center is located at The Launch at Hingham Shipyard, 6 Shipyard Drive.

plimented her own style.

Having taught at several gyms in the past, Zumba instructor Lena Andrade said the atmosphere at BodyScapes sets it apart. "It's very relaxing, not all about membership and pressure to join," Andrade said. "I saw that, even as an instructor."

A grand opening celebration of the new facility is set for Saturday. Modern Pilates will hold training sessions and offer discounts on training packages.

The fitness center is among a number of tenants that have leased space at The Launch since the shopping center opened about a year ago. Others include Patriot Cinemas, Old Navy, Fresh Market, Petco, Curves, Bed Bath & Beyond and Eastern Mountain Sports.

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