

FITNESS // ALIVE

FOR IMMEDIATE RELEASE

Fitness Alive to Debut New Center City Pool with Weekend of Free Classes for Kids and Adults

Philadelphia, PA (March 6, 2019) — The time has come: Time for [Fitness Alive](#) to unveil their much-anticipated [new location](#) at 1425 Arch Street! On March 16th and 17th, Fitness Alive will be hosting a jam-packed grand opening weekend to debut the beautiful four-lane pool and invite swimmers of all ages—kids and adults alike—to experience the new Center City location for themselves.

Fitness Alive was founded in 2014 by Holly Waters as a solo endeavor, focusing on personal training and swim instruction. In 2016, former *Philadelphia* magazine editor Emily Leaman teamed up with Waters to expand the operation. Today, the company, whose other location is at South Philly's Fitness Works, employs over 20 expert coaches and support staff, offering private and semi-private swim lessons, over 35 small-group instructional swim classes, and special events. Co-founders Emily and Holly are thrilled to be bringing similar offerings, along with new additions like land-and-water aerobics classes and lap-swimming memberships, to Center City.

Throughout the grand opening weekend, Fitness Alive will be hosting four free water-based classes for kids and adults, plus free Family Swim and free Open Lap Swim, giving parents and kids a chance to try out their uber-popular Baby and Toddler Bubbles classes and giving adults the chance try their one-of-a-kind water-and-land fitness classes. The full schedule for the weekend, along with links to RSVP to each class, is below. Registration for free tickets to all of those classes and events will open at 10 a.m. on Friday, March 8th.

Along with welcoming folks to hop in the pool, Fitness Alive will also be giving grand opening attendees first dibs on the \$75 lap-swimming memberships they plan on offering. The first 75 lap-swimming memberships sold will be \$75 per month and will include exclusive lap-swimming hours daily (morning, lunchtime and evening options will be available during the week, as well as weekend hours) and unlimited group fitness classes in the water. This pre-sale rate of \$75 will launch at the grand opening celebration on March 17th. Once 75 memberships are sold, the price will jump to \$95 per month, with a very limited number of memberships at this level. [Free Open Lap Swim](#) will be held on Sunday, March 17th from 2 to 4 p.m. for swimmers to take the pool for a spin and see if it fits their needs before snagging a membership.

During grand opening weekend, parents will also be able to schedule private and semi-private lessons for their children on-site (these spots are prized). In addition, folks will be able to get their hands on Fitness Alive's new class cards for water-based fitness classes. A 10-class card is \$200.

After grand opening weekend, programming for the new pool will begin April 1st. "We're excited to add a new location and provide the community with more ways to learn to love swimming," Fitness Alive co-founder Holly Waters says.

Fitness Alive Center City Grand Opening Schedule

Registration for all of these classes and events will open at 10 a.m. on Friday, March 8th.

Saturday, March 16th

9 a.m. to 10 a.m. : [Free Baby Bubbles Class with Holly Waters](#)

10:30 a.m. to 11:30 a.m. [Free Toddler Bubbles Class with Holly Waters](#)

12 to 2 p.m.: [Free Family Swim](#)

Sunday, March 17th

11:30 a.m. to 12:30 p.m.: [Free On the Top Fitness Class](#)

12:45 to 1:45 p.m.: [Free AmWrap Fitness Class](#)

2 to 4 p.m.: [Free Open Lap Swim for Adults](#)

Fitness Alive Center City is located at 1425 Arch Street, B level, Philadelphia, PA 19102. For more information, visit fitnessaliveswim.com.