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ALLSTON BRIGHTON

New Balance to open first-ever NB Fitness Club next to Brighton headquarters

Posted by Matt Rocheleau August 29, 2012 01:30 PM

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By Matt Rocheleau, Town Correspondent

New Balance plans to open a fitness center next week across from its headquarters in Brighton.

The first-ever NB Fitness Club plans to open on Friday, Sept. 7 in a 16,000-square-foot renovated space on the ground floor of the parking garage at 25 Guest St. The site previously housed a Bally Total Fitness gym.

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The new facility will feature state-of-the-art equipment, a spacious cardiovascular and free-

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weight area, three studios with room for yoga, dance and cycling, and a three-room spa, according to John Fitzgerald, the club's general manager. Group programs and personal training will be available.

There will be a lobby lounge area with WiFi, a juice bar and free on-site validated parking. The new locker rooms and restrooms will each have eight showers and a dry sauna, he said.

The center will be open to the public for complimentary workouts on Sept. 7, 8 and 9, he said.

A variety of membership levels are available and priced at rates "competitive to the area," Fitzgerald said.

Starting Monday, Sept. 10, the club will be open to members only.

It will operate from 5:30 a.m. to 9 p.m. Monday through Thursday; from 5:30 a.m. to 8 p.m. on Friday and from 8 a.m. to 4 p.m. on Saturday and Sunday, he said.

About 20 staff members have been hired so far and more are expected to be hired as membership grows.

New Balance spokeswoman Amy Dow said NB Fitness Club LLC will be run as a separate entity from New Balance.

"If it is successful, we will look at future expansion opportunities," she said.

New Balance is [moving to build](#) a new "health and wellness district" that would include new headquarters, sports complex, hotel, commuter rail station, offices, shops and restaurants on adjacent property. The athletic apparel company has said it hopes to start work on its development as soon as this fall and complete the six-phase, 1.45 million square foot project by 2017.

"We think this will be a great amenity for New Balance/Brighton Landing employees and the area neighborhood," Dow said. "We will maintain it through the proposed development project - so that project won't have any impact on



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this facility.”

For more information, visit www.nbfitnessclub.com.

E-mail Matt Rocheleau at mjrochele@gmail.com.

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