

## Media Contact

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## FOR IMMEDIATE RELEASE

### 2018 BRINGS EXCITING NEW CHANGES FOR BARRE FORTE

January 9, 2018 – Denver, CO – Barre Forte founder/owner, Nadia Walker is bringing on two new partners effective immediately. Amy O'Connell and Sarah Brittenham, the current co-owners of the Barre Forte location in LOHI and the first licensees in Colorado are coming on board as partners in the Barre Forte brand. Barre Forte is the “go to” barre fitness studio specializing high energy, fun, body shaping programs that safely deliver quick results while burning calories, enjoying music and having fun. Founded in 2012, Barre Forte has quickly expanded to a total of four locations in Colorado including [Denver](#), [Lohi](#), [Highlands Ranch](#), and [Westminster](#) as well as in [Gainesville, FL](#) and [Wichita, KS](#) through their own studios and licensees.



Walker, Chief Barre Officer, will continue to focus on the format of the workouts and mixing the music that is played during classes. O'Connell will be the Chief Marketing Officer, focusing on spreading the Barre Forte workout across the country. “I jumped at the chance to partner with Nadia and work to bring this workout that I love and believe in so much to more people,” said O'Connell. Brittenham is taking on the role of Chief Financial Officer and will also lead the licensing process going forward. Brittenham seconds O'Connell's excitement, saying, “I am so

thrilled for the opportunity to grow our community of Barre Forte devotees that have become like a second family.”

All three women emphasize how proud they are that the Barre Forte brand and experience values a supportive community above all else. Walker states that, “unlike other studios that can be intimidating, we strive to be 100% inclusive and welcome all shapes, sizes and fitness levels. Our ultimate goal is for everybody to feel welcome, experience a great work out and have fun while doing it.”

The new owners all agree that expanding the brand is a top priority for 2018. Barre Forte offers an exciting licensing program that allows potential owners to realize their dream of owning a small business while doing something that helps others and that they can really believe in. O'Connell is passionate about the idea of empowering women to become entrepreneurs, and says, “we are looking forward to expanding Barre Forte across the country and allowing women to become business owners.” The Barre Forte licensing program is extremely affordable and

does not require an enormous investment to become a licensee, allowing someone to turn their passion for barre and fitness into a fulfilling dream job. For more information about becoming a Barre Forte licensee, visit: <http://barreforte.com/own-a-studio/>

### **About Nadia Walker**

Nadia, a Colorado native, began dancing as a toddler and spent her formative years enjoying ballet, jazz, tap, lyrical, and hip-hop classes. Later, Nadia applied her dance training and athleticism to competitive cheer-leading and gymnastics. In her early twenties, she performed in a local burlesque troop and fell in love with the art. Nadia also spent 10 years as a make-up artist and hair stylist, working with television personalities and print models. Ever the entrepreneur, Nadia is excited to be a part of Barre Forte, where she combines her love for fitness, dance and business. When Nadia is not at Barre Forte, she enjoys traveling and musical theater (really!), and spending time with her husband and daughter, who is currently a Freshman at Hasting College in Nebraska.

### **About Sarah Brittenham**

A Colorado native, Sarah Brittenham has fostered a love of athletics and the outdoors since childhood. In college, Sarah developed a passion for running and all things fitness. After moving to Denver, she was able to combine her love of running and the outdoors and became an avid trail runner, competing in ultra-races of all distances, including the esteemed Leadville Trail 100. Her running career has also included the challenges of multiple knee injuries. She took her first barre class in 2009 and immediately fell in love – it was the first cross training workout that truly transformed her body while keeping her injury-free for races. During her first visit to a Barre Forte studio she knew she had found something special; a kick-ass workout and an amazing community of women pushing each other to meet their best.

### **About Amy O’Connell**

A competitive runner and Colorado native, Amy O’Connell has run everything from 10k’s to 100 mile races in the Rocky Mountains and the Alps. She loves pushing past her limits, but found that she was held back by overtraining injuries from a lack of cross-training. Her passion for fitness led her to a barre studio over six years ago. She discovered barre as a way to build strength, prevent injury and improve her running performance. After committing to barre three days a week, she saw her injuries melt away and achieved PR times in the marathon and 50 mile distance. When Amy was pregnant with her son and unable to complete long-distance runs, she discovered her passion for barre went beyond running – barre offers something for the athlete in all of us, with incredible and impactful results. She loves helping others achieve their fitness goals and believes that with hard work, anything is possible.

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