



CONTACT: Blake Stouffer
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FACT SHEET

OVERVIEW:

Velocity is an indoor cycling – or spinning – studio, founded by Chris Fix, a former investment banker, who has an innate ability to inspire and bring out the best in people. He combined this talent with his passion for cycling to create a distinctive exercise experience. Located in a historic building in downtown West Palm Beach, the Velocity studio is bright and airy with natural sunlight, hardwood floors and scenic photography.

Velocity offers 60-minute classes led by Chris and his team of instructors who ride Schwinn IC Pro bikes that simulate riding outdoors. Classes are set to unique music mixes compiled to energize and sustain riders for the duration of the class. While a rider can burn up to 1,000 calories in a single class, the average is 700 calories. Riders do not have to be in great shape initially to get started. Each person controls their resistance and speed of the pedals of their respective bikes.

Customized group classes – including corporate teambuilding programs – are also available.

LAUNCH DATE:

Tuesday, September 1

VELOCITY PHILOSOPHY:

“You’ve gotta have heart,” so the old saying goes. The Velocity Cycling Studio family is dedicated to discovering how big and strong each person’s can be. Every session – whether it is someone’s first or five-hundredth – should be a “turning point” in life and pursuit of betterment. The Velocity team of instructors and riders, working together, gains strength to conquer life’s mountains one positive and invigorating hour at a time.

SCHEDULE & PRICING:

Velocity classes are available seven days a week spread through the morning and evening hours. Each of the 16 indoor cycling classes contains mixed elements of climbing to build endurance, interval training to maintain more elevated heart rates and positive reinforcement throughout the entire session.

1 Ride - \$15
5 Rides - \$65
10 Rides - \$120
25 Rides - \$275
50 Rides - \$500
75 Rides - \$700

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SCHEDULE & PRICING (cont'd);

Classes are offered at 6:15 a.m. on Tuesday, Wednesday, Thursday and Friday; 8:00 a.m. on Monday and Saturday; 9:30 a.m. on Sunday; 12:15 p.m. (45 min.) on Tuesday and Thursday; 5:45 p.m. on Tuesday and Thursday; and 6:15 p.m. on Monday and Wednesday.

RESERVATIONS & CANCELLATIONS:

Bikes can be reserved up to one week in advance of class. Cancellations will be accepted up to 12 hours prior to each class with no penalty.

WALK-IN AND BIKE RELEASE POLICY:

Walk-ins are welcome without a reservation provided there are unreserved seats available. At that time, one can pay for a ride or use a ride card. If one reserves in advance, they need to arrive on time for class. Unclaimed bikes will be released to walk-ins at the start of each session.

PURCHASING RIDES/SETTING UP ACCOUNT:

Velocity's pricing platform is powered by a convenient, online software application. Riders set up a protected profile in the studio or online allowing for the purchase of single or multi-rides. A barcoded card keeps tabs on riders' account balances and ride history. Cash and credit card payments are accepted.

VELOCITY TEAM:

Chris Fix, Team Leader and Studio Proprietor
Cathy Bretan, Lead Instructor and Specialty Program Developer
Lisa Goodkin, Instructor
Courtney Brown, Instructor

GEAR:

Comfortable workout attire and tennis shoes are all that is needed to participate in a class. Cycling specific gear, such as padded cycling shorts, moisture-wicking tops and clip-in bike shoes can make a great class even better. A heart rate monitor will also help maximize and measure every workout.

TOWELS/WATER:

Velocity provides towels free of charge. Bottled water is available for purchase.

AGE, WEIGHT AND HEIGHT REQUIREMENTS:

Riders must be 12 or older and at least 4'10". Bikes have a maximum user weight of 300 lbs.

LOCATION/PARKING:

Velocity is located at 513 Clematis Street in downtown West Palm Beach. The studio is adjacent to the Clematis Street parking garage where parking costs \$1 for 2 hours. Also, a bike rack is conveniently located in the garage on the ground floor by the gate entrance.

PHONE NUMBER:

561-247-BIKE (2453)

WEB SITE/E-MAIL ADDRESS:

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