



For immediate release

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START SPINNING YOUR WHEELS! VELOCITY CYCLING STUDIO OPENS IN DOWNTOWN WPB

Open house scheduled for Sept. 1, classes begin Sept. 2

WEST PALM BEACH, Fla. (Sept. 1, 2009) — For those looking to cycle their way into shape without dealing with Florida's painstaking heat and humidity, **Velocity Cycling Studio** will open Sept. 1 at 513 Clematis Street in Downtown West Palm Beach. The 1,400-sq.-ft studio is designed exclusively for indoor cycling – also known as spinning – for all fitness levels.

Led by a certified instructor, students ride stationary Schwinn IC Pro indoor cycling bikes, which simulates outdoor bike riding. The studio offers 16 classes that combine elements of climbing to build endurance and interval training to maintain an elevated heart rate, plus an exhilarating soundtrack to energize and sustain riders. Each class is adaptable to all fitness levels since each rider controls the resistance and speed on their respective bike.

“Indoor cycling classes are fun and challenging because you're constantly changing pace and intensity and mixing it up with different treks,” said Chris Fix, studio proprietor and team leader. “With the growing number of bike riders in Downtown West Palm, the classes also offer a safe and effective way for students to become better cyclists, both inside and outside the studio.”



Classes start at \$15 each, or students can register for Velocity's "multi-ride cards," which offer discounted rates based on the number of rides purchased. A protected profile is created so students can purchase classes in advance, and then use the convenient swipe card to monitor account balance and ride history. Bikes can be reserved online up to a week in advance, and walk-ins are also welcome, but are accommodated on a first-come, first-serve basis. The studio is open seven days a week, with 60-minute classes scheduled throughout the early morning and evening hours, as well as two 45-minute lunch hour classes.

For more information about Velocity Cycling Studio or to view the complete schedule, visit www.vcyclingstudio.com or call (561) 247-BIKE. For more information about Downtown West Palm Beach, which has welcomed more than 30 new businesses in the past 15 months, contact the Downtown Development Authority at (561) 833-8873 or visit www.westpalmbeachdda.com.

About the Downtown Development Authority

The West Palm Beach DDA is an independent taxing district created in 1967 by a special act of the Florida Legislature. Its mission is to promote and enhance a safe, vibrant Downtown for our residents, businesses and visitors through the strategic development of economic, social and cultural opportunities.

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