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Virgin Active: Taking the Classic Health Club Experience to a New Level of Luxury

VIRGIN ACTIVE CLASSIC HEALTH CLUB AT 200 ALDERSGATE

On Friday 1st June, 2012, Virgin Active opens the doors to its flagship Classic Health Club in the heart of London City, boasting some of the most advanced equipment, new and innovative group exercise classes and outstanding facilities in a spacious, premium setting.



The club, which cost £8 million to design and build, is the biggest launch for Virgin Active, having listened to member feedback to create the ultimate health club boasting more space, more showers, the best fitness equipment and the largest group exercise studios in London. Designed with luxury, space and comfort in mind, Virgin Active Classic Health Club at 200 Aldersgate is so much more than 'just a gym'.

The large gym floor is home to some of the most cutting-edge equipment including Core-Tex™, a three dimensional balance tool, Freedom Climber, which allows users to climb using a rotating wall and Power Plate® Pro6™, combining vibrations and resistance training. Other innovations include Queenax which combines the new trends for suspension training with functional training, Kinesis Stations and Wattbike.

New technologies MYZONE and Swimtag will allow members to measure and track every heartbeat and swim stroke, in and out of the club. Results are automatically stored online, enabling members to share results with friends, set personal challenges and take part in online competitions.

A fully comprehensive group exercise timetable will include popular classes such as Zumba® Fitness, BODYPUMP™, Puma Faas Class and Beaming™. Joining these on the timetable will be AntiGravity Yoga, which takes yoga to new heights and CXWORX™, a strengthening and toning core workout set to high energy and inspiring music.

After a workout, members can relax and unwind in the five star pool and spa facility which includes complimentary Molton Brown products, a 20m swimming pool, feature showers, massive hydrotherapy spa pool, sauna and steam room. Alternatively, members can socialise, network and grab a coffee in the concierge serviced lounge which includes iPads, Wi-Fi and a private meeting room.

Taking inspiration from the style and elegance of Virgin Active's International Classic clubs in Italy, South Africa, Australia and Spain, everything is designed with the member in mind. Top lighting designers and architects were employed to ensure that the member journey is exemplary, from start to finish. Mood lighting in each area of the club from the changing rooms to the gym floor creates the perfect environment for all activities.

Martin Pugh, Managing Director of Virgin Active comments; "We pride ourselves at Virgin Active Health Clubs on bringing the best new innovations and classes to our members. We have invested £8 million into designing and building the new Classic club at 200 Aldersgate, creating a world class lifestyle and fitness club in the heart of London. Virgin Active Classic Health Club at 200 Aldersgate clearly demonstrates that we have listened to members who are looking for something more than just a gym. Inspired by our International clubs, our newest launch cements our plans for the Virgin Active Classic brand – offering the best of everything for our members. We continue to invest in our clubs with plans to refurbish many over the course of 2012, including a £500,000 investment in the Kensington Classic club."

Elliott Lyons, General Manager at Virgin Active Classic Health Club at 200 Aldersgate adds; "Virgin Active Classic Health Club at 200 Aldersgate raises the bar for a modern day health club offering. We wanted to take our Classic brand and push the boundaries to provide something even better for our members. We recognised that our Classic members want the best of everything in life and we have strived to deliver this with our new concept club. Everything from

the layout of the club, the group exercise timetable and the concierge service has put the member first, creating the best health club in the UK.”

There are various membership options available including a founder member offer of £99 per month.

For more information visit www.virginactive.co.uk/200aldersgate or call the club on 0845 270 9119

GYM FLOOR INNOVATIONS

Core-Tex™- Does what nothing else in the fitness, sports conditioning or rehab worlds can do: Creates a truly three dimensional surface for functional movement. Its versatility enables users of all levels and abilities to train the entire body in multiple positions using unique motion to increase strength and mobility.

Freedom Climber - A revolutionary rotating climbing wall that provides the physical challenges and the exercise benefits of continuous climbing and traversing in a safe, low level environment.

Queenax - Combine new trends for suspension training with functional training where the space around you becomes a tool: ceiling, floor and walls become new partners for your training.

Myride – Lose yourself on the gym floor with a virtual indoor cycling experience. Following the success of Trixter, Virgin Active brings you further innovation with Myride, an immersive, high-resolution fitness adventure: follow the world’s greatest cycle tracks, taking in various terrains.

Wattbike – Train like a pro with the only indoor bike ever to be endorsed by the world’s top cycling federations. Monitor the quality of your training to an unrivalled level of accuracy.

Power Plate® Pro6™ – Experience the ultimate full body workout from just one piece of equipment, with the new Pro6™ machine, the latest innovation from Power Plate® International, leaders in Acceleration Training™ exercise.

MYZONE - A heart rate monitor system that can track everything you do and automatically store your workouts. It even tracks workouts that take place outside of Virgin Active.

Swimtag – Aimed at all levels of swimmers, Swimtag records the number of lengths, split times, stroke rate and stroke type allowing users to share results with friends, set personal challenges and take part in online competitions.

Fluid Rowers - Fluid Rowers are the closest thing to the actual rowing experience so that alignment makes indoor rowing and training almost as much fun as the real thing.

Kinesis Stations - The latest addition to the Kinesis family, Kinesis Stations, is a line of 6 machines which utilise the exclusive Full Gravity Technology system, allowing users to train tri-dimensionally by supporting natural movements and providing variable resistance with relation to range and angle of movement.

Technogym Visioweb – Enables users to browse the web, update Facebook and Twitter accounts and manage the contents of their iPod, iPhone or other multimedia USB device, all while training.

NEW GROUP EXERCISE CLASSES

AntiGravity® Yoga – An ariel yoga class, designed to enable participants to reach positions other exercises can’t reach.

CXWORX™ – Brand new to the timetable, a strengthening and toning core workout set to high energy and inspiring music. Resistance training that will ensure your abs are in tip top condition for summer.

Myride®+- An immersive group cycle class, led by a virtual instructor on a big screen.
