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ORANGETHEORY FITNESS NOW OPEN AT HERITAGE CREEKSIDE IN PLANO



Plano, Texas (May 16, 2019) Residents of Plano, Richardson and the surrounding communities will be able to experience the life-changing workouts of Orangetheory Fitness. The new fitness studio, located at 1300 W. Plano Parkway Ste. 140 at Heritage Creekside, is now open.

Orangetheory Fitness provides science-based, technology-tracked and coach-inspired workouts designed to produce results from the inside out, giving people a longer, more vibrant life. The small group, total-body fitness classes are led by professional trainers and are appropriate for all people regardless of age, shape, size or ability.

The workout, which includes custom-engineered treadmills, water rowing machines, mini bands, TRX suspension straps and free weights, was originally created by physiologist Ellen Latham and is backed by an esteemed Medical Advisory Board. During the hour-long classes, each participant wears a heart-rate monitor to track progress in real time and guide their intensity level. The goal is to reach excess post-exercise oxygen consumption, or EPOC, resulting in burning additional calories for up to 36 hours after the workout.

“After several months of planning and construction, we are excited to bring Orangetheory Fitness to Heritage Creekside,” said Marc Hite, Orangetheory Fitness franchise owner. “The concept is about energizing lives, and we do that with a fun and upbeat workout that is designed for all fitness levels. We encourage people to try a complimentary class and find out why Orangetheory is so great.”

“As we continue to build out Heritage Creekside, welcoming new tenants such as Orangetheory Fitness adds a new element to the tenant mix and fits our goal of creating a thoughtful development,” said Rick Perdue, President of Rosewood Property Company.

The Central Plano location is one of 30 Orangetheory Fitness studios open in the DFW Metroplex with more openings planned in 2019 and beyond. This growth is also happening across the country and around the globe, with the 1,000th studio opening its doors in 2018. The franchise has a goal of operating 2,500 studios and supporting 2.5 million members by 2020.

Orangetheory memberships never require a long-term commitment or contract. Those interested in being a member with us should contact the studio at (972) 200-4546 or visit our studio for a complete tour. To learn more, visit <https://northrichardson.orangetheoryfitness.com/> or www.facebook.com/northrichardson.

About Orangetheory

Orangetheory® (www.orangetheoryfitness.com) makes it simple to get more life from your workout. One of the world's fastest-growing franchise companies, Orangetheory has developed a unique approach to fitness that blends a unique trifecta of science, coaching, and technology that work together seamlessly to elevate participants' heart rates to help burn more calories. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory workouts incorporate endurance, strength, and power to generate the 'Orange Effect' – whereby participants keep burning calories for up to 36 hours after a 60-minute workout. Orangetheory has over 1,000 studios in 49 U.S. states and 21 countries and was ranked #60 in Inc. magazine's Fastest Growing Private Companies List.

About Heritage Creekside

Heritage Creekside www.heritagecreekside.com is a 156-acre mixed-use development near the intersection of Central Expressway and President George Bush Turnpike in central Plano. The first phase of development includes the Bridge at Heritage Creekside apartments; single family residences by CB JENI and Cambridge and, Flying Fish and Rodeo Goat Ice House restaurants. A corporate office campus with up to 2.5 million square feet of office space and two hotels will highlight the next section of the development.