



FOR IMMEDIATE RELEASE

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Pilates 'N' Harmony studio opening soon in Downtown Hollywood

HOLLYWOOD, FL – April 3, 2009 – Pilates 'N' Harmony may be new to Downtown Hollywood, but studio owner Noevia Lopez brings an extensive performing and teaching background that includes dancing onstage with the legendary Mikhail Baryshnikov at age 7 and hosting her own fitness television program.

It was during her painful recovery from three hip surgeries that the former American Ballet Theatre dancer found through Pilates the balance and strength "to walk and live with some sense of normalcy." A certified Pilates instructor whose clients have included celebrities and sports organizations, Lopez will open Pilates 'N' Harmony with business partner Jesse Wilson, a former dancer with the Joffrey Ballet Ensemble, on April 15 at 1872 Radius Drive.

Following a successful professional dance career, Lopez became a certified fitness and aerobics instructor whose popularity led to her own segment on Telemundo called Enforma con Noevia. Lopez and Wilson, a friend and former student, received their instructor certification from Stott Pilates training center, a leading expert in contemporary Pilates, in 2002.

Pilates is designed to stretch and strengthen the entire body through a series of exercises performed on a mat or with various apparatuses for additional resistance.

"When performed properly under the correct supervision, Pilates can restore the natural curves of the spine, and ease pressure and pain from joints and tight muscles," said Lopez.

Developed in the 1920s, Pilates has enjoyed a steadily increasing popularity in recent years.

"Pilates is a fundamental part of many world-class athletes' training regimens," Lopez said. "From sports athletes to dancers and celebrities, Pilates is the most sought-after approach to exercise today."

Pilates 'N' Harmony's philosophy centers on helping students reach a calm, relaxed and meditative mental state to allow for optimum concentration. "Our environment is designed to be a tranquil and safe place to feel free and uninhibited," said Lopez.

Pilates 'N' Harmony will offer a variety of mat and equipment classes and private instruction for adults, as well as Pilates, dance and meditation classes for ages 3 and older.

It was a lack of quality Pilates instruction in Hollywood, along with the "upbeat central location with a diverse community," that inspired Lopez to choose the downtown site.

"Many residents find themselves traveling several miles to find a comfortable place to take Pilates instruction," she said.

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Pilates 'N' Harmony

Pilates 'N' Harmony will be open from 9 a.m. to 8 p.m. Monday through Saturday beginning April 15 at 1872 Radius Drive, on the west side of the Radius Building across from the post office. For more information, call 954-921-2214 or visit www.pilatesnharmony.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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