FOR IMMEDIATE RELEASE

Contact: (NAME)  
(COMPANY)  
(PHONE#)  
(EMAIL)

**DON’T JUST SIT THERE AND PEDAL:  
RealRyder®“Un-stationary” Indoor Cycling Comes to (FILL IN CITY)**

(CITY, STATE - DATE) Move over, stationary cycling. There’s a new workout in town, and this one is a moving experience in every sense of the expression.

(CITY NAME’S) first and only RealRyder® Indoor Cycling studio – (FILL IN NAME OF BUSINESS) – brings the city the ride of its life, with fun and functional “un-stationary” indoor cycling classes. This dynamic method integrates several muscle groups for a total body workout that improves core strength and stability, balance, and coordination, while increasing cardio capacity and burning extra calories (20% more than traditional stationary cycling, according to a study). Plus, the fluid movement lessens repetitive joint stress on the back, hips and knees.

At the studio’s (CITY) location, (X-NUMBER) of RealRyder Indoor Cycles stand ready on articulating frames to turn, tilt and lean, closely simulating the fluid sensation and total body challenges of outdoor road cycling. Class participants are guided through an energizing and exhilarating workout by one of the studio’s certified RealRyder trainers, where they perform a range of dynamic, functional movements as they move in three natural planes of motion. This workout delivers a comprehensive, cardio intensive upper and lower body workout, going well beyond the limits of a traditional stationery bike or an indoor cycling class.

(QUOTE FROM OWNER OR MANAGER – EXAMPLE:)  
“Los Angeles has always been quick to embrace what is new and revolutionary in exercise, and we’re thrilled to introduce the world’s first un-stationary indoor bike to a city that takes its fitness seriously,” said Colin Irving, CEO, competitive cyclist and visionary behind the RealRyder Bike concept. “RealRyder equipment was designed to appeal both to the competitive cyclists like 2009 Ultra Cycling World Champion, Fabio Biasiolo, who uses it for conditioning, as well as amateurs of all ages who ride for fitness, weight loss, fun or all three.”

Top fitness trainers are also utilizing the un-stationary indoor cycling experience to train their Hollywood clients. Beverly Hills-based Celebrity Trainer, Danny Musico, has incorporated RealRyder into the workouts of Tobey Maguire and Jessica Simpson. Pop singer Rihanna, as well as “Entourage’s” Adrian Grenier and Kevin Connolly also use the equipment to get red carpet ready.

For a limited time, (FILL IN BUSINESS NAME) will offer the first class free to interested riders. The class schedule comprises several class time choices on both weekdays and weekends. The facility is also available for private or group instruction and parties.

(NAME OF BUSINESS) is located at (STREET ADDRESS in CITY, STATE). For class schedules, reservations and additional information, please visit (WEB SITE) or call (PHONE NUMBER). To learn more about the benefits of RealRyder Cycling, visit: www.realryder.com