

**FRANCO'S ATHLETIC CLUB RETURNS TO NEW ORLEANS**  
***New State-of-the-art Fitness Facility Now Open on Magazine Street***

**NEW ORLEANS** - Franco's Athletic Club, one of the most highly regarded health and fitness centers in the country, makes its post-Katrina southshore debut in the heart of the Garden District. The 10,000 square foot state-of-the-art fitness facility, located at 2116 Magazine Street, features a diverse and exciting lineup of group exercise classes, state of the art technology and equipment, community outreach programs, special events, and the finest amenities.

The locally-owned club is thrilled to re-open its doors to the New Orleans community with its chic, two-level, Magazine Street facility. The former "Franco's Lakeview" in the Robert E. Lee Shopping Center closed in 2005 from damage due to Hurricane Katrina.

"After eight years of working and waiting to find the right spot, we are proud to bring Franco's back to the city by joining the Garden District's vibrant community," said founding partner Sandy Franco. "This new, chic, urban location opens up a world of possibilities for growth."

Franco's has been at the forefront of the fitness industry for 25 years. Franco's has grown from a 27,000 sq. ft. racquetball facility to a 250,000 sq. ft. Indoor/Outdoor Family Lifestyle Club and Spa, and employs over 260 staff members.

Situated amidst historic buildings filled with art and fashion, Franco's on Magazine has been designed to be an urban hub for the latest and greatest in fitness and healthy living. The facility is designed with special lighting and surround sound to create a unique workout experience.

Members can get explosive with the latest Body Attack/Pump/Jam/Combat moves from Les Mills, train on the most advanced exercise equipment from Italy, find their zen with courtyard yoga, log on to social media while running on the treadmill, and even get a fabulous sunless spray tan at the club's heated Mystic Tan booth.

"It's not just about being fit – that's only one component of it," said Franco. "It's about how we make people feel when they walk in and out of our doors."

**The media and community is invited to attend a ribbon cutting at Franco's on Magazine, May 8<sup>th</sup> at 5:30pm, followed by a grand opening party.**

*Franco's on Magazine is a limited enrollment facility open seven days a week from 4:45am-10pm. Individual, couple, and family memberships are available. For more information on a charter memberships, call: (504) 218-4637*

*Franco's mission is to create a culture of health and fitness for all generations. Today, Franco's Athletic Club has more than 15,000 members and continues to promote, educate and facilitate healthy lifestyles within the community it serves.*

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