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For Immediate Release:

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Sticking To Those “Get In Shape” Resolutions With a New Addiction

*Trendy Los Angeles Studios & Celebrity Fitness Expert Promise To Deliver with Fun,
Music-Infused Pilates & “30-30™” Classes*

(Los Angeles) January, 2010 – Seventy-five percent of those who make New Year’s resolutions lose the motivation to work on the goal, often within six weeks of setting it.* In 2010, Heather Dorak, celebrity fitness expert, and owner of the trendy **Pilates Plus Hollywood**, **Brentwood** and **Venice Beach** studios, has resolved to help those with “get in shape” goals for 2010 not only **stick to their resolutions**, but **achieve** them.

Heather’s studios offer the popular, music-infused SPX/Systeme Dynamique™ Pilates on the state-of-the-art Proformer™. “Most who try it get addicted,” Dorak says, “It provides that perfect combination of cardio, core work, muscle strengthening, lengthening and toning in a fifty-five minute workout.”

In the coming weeks, Dorak will demonstrate her exclusive, trademark “30/30™” class for members of the media – allowing them to participate either on-set / on-location, or at one of her Pilates studios. The 30/30™ is a new and innovative circuit training workout which combines thirty minutes of the SPX/SYSTEM DYNAMIQUE™ Pilates and thirty minutes of spinning. This combination provides an intense cardio workout, while strengthening, lengthening and toning.

In conjunction with media demonstrations, Dorak is offering first-timers a FREE class, with subsequent low-cost memberships.**

Dorak is available to do a session with your hosts / anchors / writers, and for live-taped interviews beginning Monday January 4, 2010. Schedule a session / interview for your show today by calling 310.551.2961.

About Heather Dorak

Heather Dorak is a professed fitness junky, certified SPX/Systeme Dynamique™ and spinning Instructor, and the owner of [Pilates Plus Hollywood, Brentwood and Venice Beach](http://www.pilatesplushbv.com) (HBV). Hollywood’s elite have taken notice, with celebrities like *Heroes* stars Ali Larter and Hayden Panetiere, as well as Marcia Cross of *Desperate Housewives*, Rachael Harris, Ever Carradine, Jonathan Schaech, Meghan Markle and many more seeing incredible, fast results at Heather’s studios. Heather uses her life-long love affair with fitness and her training and dedication to inspire others to create, implement and achieve their personal fitness goals.

* Data based on a 2008 survey conducted by Opinion Research Corporation (Princeton, NJ).

** In conjunction with this release – after their first free class, first timers may join for one full month of unlimited classes at any of Heather’s three studios for only \$99.00. That’s more than a fifty percent discount for the one month membership. To book a free class, visit the website at www.pilatesplushbv.com. Offer expires February 28, 2010!

To schedule an on-air, print or web interview or session, call 310.551.2961. Additional media kit information is available upon request.

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