

Initial Media Pitch

Subject line: New All-in-one Women's Fitness Club Opens in Dallas

Hello (Journalist),

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

Andrea Aguilar

PR Coordinator | Her Fitness Club

aguilara@herfitnessclub.com

(954) 658 7554