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## **TWO FITNESS BUSINESSES JOINING MUELLER'S ALDRICH STREET**

### **Barre3, Orangetheory Fitness to Join Colleen's Kitchen and Bao'ed Up In New Cinema Building**

AUSTIN, Texas – Mar. 7, 2017 – [Aldrich Street](#), the growing, vibrant activity hub in the heart of the [Mueller](#) community, will soon feature two fitness businesses: [barre3](#) and [Orangetheory Fitness](#). These two businesses will operate in the same building as Alamo Drafthouse along Aldrich Street between McBee and Robert Browning streets.

Barre3 is a whole-body fitness studio, scheduled to open in May 2017, that delivers a low-impact workout using a combination of isometric holds, small-range movements and large-dynamic movements through a program designed by doctors, physical therapists and anatomy specialists. The adaptable workout delivers a rewarding endorphin high, deep-muscle burn and centered mind for optimal body balance.

“I’ve had my eye on the Mueller community for some time now — I’ve watched it grow and I’ve seen the number of people on the trails and in the parks who share my passion for health and wellness,” said Emily Ballenger, owner of barre3 Austin-Mueller. “I’m teaching pop-up and community free classes before we open, and the response has been incredible. The residents and local businesses are so supportive, and everyone is really excited about our Aldrich Street studio. I’m looking forward to welcoming the community to our space in the coming months.”

Scheduled to open this summer, Orangetheory Fitness is a 60-minute group personal training and interval fitness concept of cardiovascular and strength training backed by the science of excess post-exercise oxygen consumption (EPOC). Led by skilled and qualified coaches, each Orangetheory Fitness workout incorporates endurance, strength and power elements through a variety of equipment, including treadmills, rowing machines, TRX® suspension training and free weights. The physiology behind the Orangetheory Fitness workout involves heart-rate-monitored training designed to keep heart rates in a target zone that stimulates metabolism and increases energy.

“Orangetheory is quickly expanding across the country, and the very active Mueller community is an ideal location for us to showcase our proven fitness model,” said Terry Blachek, co-founder and area developer, Orangetheory Fitness. “We pay close attention to cardiovascular health, so we’re especially pleased to locate in the Aldrich Street district, right in the heart of Mueller.”

These two new establishments will join previously announced local restaurants: [B.D. Riley’s Irish Pub](#), [Lick Honest Ice Creams](#), [Halcyon Coffee + Bar + Lounge](#), [Stella Public House](#), [J.T. Youngblood’s](#), [Colleen’s Kitchen](#) and Bao’ed Up.

**About Mueller:** Mueller is one of the nation’s most notable new-urbanist communities located in the heart of Austin. The 700-acre site of Austin’s former airport is being transformed into a diverse, sustainable, compatible, revitalizing and fiscally responsible master-planned community. Mueller is taking shape as a joint project between the City of Austin [Economic Development](#) department and Catellus Development over 10 to 15 years following nearly 20 years of extensive citizen input. Upon completion, Mueller will feature at least 5,900 single-family and multi-family homes, a mixed-use town center district known as [Aldrich Street](#), 4.4 million square feet of prime commercial space, including 750,000 square feet of local and regional retail space, 140 acres of parks and open space, plus Dell Children’s Medical Center, the Austin Film Studios, The Thinkery, H-E-B and the Austin ISD Performing Arts Center. For more information, visit [www.MuellerAustin.com](http://www.MuellerAustin.com), find us on Facebook at [www.facebook.com/MuellerAustin](https://www.facebook.com/MuellerAustin) and follow us on Twitter [@MuellerAustin](https://twitter.com/MuellerAustin).

**About Catellus:** Catellus is a national leader in mixed-use development, solving some of America’s most complex land challenges. With nearly 30 years of experience as a master developer, Catellus has transformed former airports, military bases and urban industrial sites into thriving retail, residential and commercial communities. These projects, which often include substantial public amenities, add economic, social and environmental value to the communities they serve. Catellus has both the financial strength and development expertise to turn vision into reality at even the most demanding development sites. For more information, visit [www.catellus.com](http://www.catellus.com).

**About the City of Austin, Economic Development Department – Redevelopment:** The City’s Economic Development Department, formed in 2002, has led redevelopment, small business development, business recruitment, international economic development, and the cultural arts, music and film programs for the City. With a focus on regenerating key assets of the city, Economic Development has implemented catalyst redevelopment projects, including the Seaholm District, Second Street Retail District, and the Mueller Redevelopment, an award-winning national model for responsible urban planning and development. Visit [www.austintexas.gov/ecodev](http://www.austintexas.gov/ecodev).

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