

# barre3 Knoxville

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Born and raised in Knoxville, Pace McCamy opened barre3 Knoxville in 2012. The Knoxville location marked the second barre3 studio on the East Coast, and now there are more than 100 studios nationwide. As a lifelong athlete and avid fitness fan Pace was personally transformed by barre3. Having been diagnosed with Rheumatoid Arthritis in 2001, barre3 was the only exercise she was able to continue *and* gain relief for her disease. Shortly after opening the Knoxville studio, Pace joined forces with Holly Coltea to bring barre3 to Nashville. Pace continues to be an active community volunteer, working with The Imagination Library, Friends of the Smokies, and the Tennessee Arthritis Foundation. Pace, her husband, Jeff, and their four boys live in Knoxville. For more information, please visit [barre3.com/studio-locations/knoxville-bearden-hill](http://barre3.com/studio-locations/knoxville-bearden-hill).

## Why Pace McCamy and barre3 Knoxville?



- Barre3 Founder Sadie Lincoln says that the quintessential barre3 candidate is someone who has been “sidelined” in life – through pregnancy, injury, life changes – and wants to lead a more balanced, happier, and healthier life. Pace McCamy is the perfect example of that sidelined athlete. Upon taking her first barre3 class Pace says, “my condition with RA began to demand that activities be taken away, and I was pretty frustrated because I couldn’t exercise. But, when I experienced a barre3 workout, I knew it was for me, and it was the only thing I was able to actually add to my life to help me feel good.”
- The Knoxville studio was the first of it’s kind in the area. Pace and her husband, Jeff, built the beautiful barre3 building and have enjoyed helping share their design knowledge with the barre3 community across the country.
- Located on Bearden Hill, the barre3 Knoxville studio is a beautifully appointed space surrounded by stunning views of the Smoky Mountains.
- The studio features spa-like changing rooms complete with a selection of toiletries and beauty tools. Additionally, professional, engaging childcare is provided during class times.

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Barre3 is a fitness lifestyle brand headquartered in Portland, Oregon with franchises across the country.

Exercise, nourish, connect: these are the 3 pillars of the barre3 approach. With barre3, it's not just about how hard you work out or the numbers on the scale, it's about nourishing the body and making connections in order to lead a more balanced and happier life.

By focusing on whole-body health, barre3 empowers clients to feel their best from the inside out.



## Why barre3 and B3 All In?



- Rooted in three fitness disciplines (hence the “3”) including ballet barre, pilates and yoga, barre3 workouts are unlike any other kind of exercise program and strategically designed to build lean muscles, a strong core, and improved balance. In just 60 minutes, barre3 helps clients create a mind/body connection with a deep satisfying muscle burn while also getting a heart-thumping endorphin high.
- Barre3 is a lifestyle, not just a fitness plan. It's also about nourishing your body with healthful, whole foods. barre3 online offers over 300 recipes for breakfast, lunch, dinner, desserts and snacks, and each recipe is designed according to the barre3 nutrition formula of combining healthy fat, fiber and protein per meal.
- Connection is the third pillar of the barre3 approach, and the sense of community you feel when you attend a barre3 class is unmatched. Online, barre3 provides clients with a 24/7 community board, and the support they need is only a phone call or click away.
- Most importantly, anyone and everyone – all walks of life, ages, and genders – are welcome to join barre3. No experience is required and the fitness classes are designed to make everyone feel comfortable. Offering exercise (adaptable for all experience levels), delicious and easy food recipes, a 24-hour community support team, and quality, dependable childcare at the studio, it is difficult to find a reason not to fall in love with barre3.
- In January 2017, barre3 launched an innovative, 30-day program called B3 All In to supercharge participants' new year of healthy living. The nation-wide initiative challenged fitness-goers to five workouts weekly (in-studio or even a 10-minute online workout), a handbook complete with guided meal plans with recipes and accompanying grocery lists, and an accessibility around-the-clock to top wellness experts and co-participants. People can still participate via B3 Weekly, offering weekly online workouts available anytime, anywhere on all your devices ( <http://barre3.com/subscription>).