



FOR IMMEDIATE RELEASE

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TO

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FROM:

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REYA BARRE & YOGA GRAND OPENING

REYA Barre & Yoga is excited to announce the official grand opening of its new studio on Monday, June 13, 2022, located on the first floor of 633 Germantown Pike, Lafayette Hill, PA 19444. Founded by longtime fitness instructors and friends, Michele Dolaway and Alyssa Beerger, REYA brings a community-driven approach to fitness in Montgomery County. The studio offers a full schedule of low-impact yoga, barre, Pilates, fusion, HIIT, and yoga sculpt classes, with classes held in both non-heated and infrared-heated studios.

The REYA journey began in 2020, when the yoga studio where Michele and Alyssa taught closed during the COVID-19 pandemic. Determined to continue supporting their students, Michele and Alyssa moved their classes online and even held outside classes on Michele's driveway. They were dedicated to maintaining a strong sense of community despite the isolation of the pandemic. Their shared commitment eventually grew into a vision for a permanent space focused on positivity, inclusivity, and connection.

"We wanted to create a place where people feel inspired and supported," said co-founder Michele Dolaway. "No matter where someone is in their fitness journey, our goal is to make sure they walk out feeling amazing."

The founders invite the local community to join them in celebrating the grand opening and to experience the welcoming and empowering atmosphere firsthand.

Yours Sincerely,

Andrew Dolaway
Public Relations Manager