



Popular "CycleBar" to Open Branch in Bend Oregon's Old Mill District

Local owners are looking forward to offering proven, tailored fitness experiences to the area

BEND, OR, UNITED STATES, January 31, 2018 /EINPresswire.com/ -- [CycleBar](#), an international premium indoor cycling franchise, is opening a studio in Bend's [Old Mill District](#). The new location is locally owned by Kirk and Stefanie Nelson, and they plan to create a fun, accessible, high-energy workout for all ages and fitness levels using Cyclebar's proven boutique indoor cycling model.



Nelson said, "We came to Bend because of the active lifestyle and fitness sensibility of the community. Nowhere is this more apparent than in the Old Mill District, which is the perfect location for our new CycleBar. We're excited to bring a fitness option that currently doesn't exist in the area where people can get excited about fitness in a multi-sensory, concert-like environment."

CycleBar is an immersive, communal experience that combines great instructors, great music and a great environment. The franchise offers membership plans and concierge services that include complimentary towels, lockers and cycling shoes. Dynamic classes take place in a state-of-the-art "CycleTheater" and are led by CycleStar instructors who take participants through a 50-minute ride. CycleBar is the largest network of Premium Indoor Cycle Studios in the world, with approximately 300 locations slated to be open by the end of 2018.

New owners Kirk and Stefanie Nelson live in Bend with their three children. Kirk, a native Oregonian, has a background in executive-level management and company ownership in the recruitment, human resources and corporate profitability spaces. Stefanie has extensive experience as a recruiter and staffing expert, working in major cities on both the east and west coasts. Both are looking forward to their new venture in the community they call home.

CycleBar will open spring 2018 and will be located at 655 SW Powerhouse Dr. Suite 150 Bend, Oregon 97702. For more information, visit bend.cyclebar.com or the Facebook page at <https://www.facebook.com/CycleBarBend/>

About CycleBar

CycleBar® is a Premium Indoor Cycling™ boutique that offers energizing rides tailored to all fitness and experience levels. CycleBar rides inspire, motivate and invigorate riders. As the only luxury boutique fitness franchise available to date, CycleBar studios and staff are entirely dedicated to creating a fun, dynamic and effective indoor cycling experience. CycleBar is on pace to have more

than 300 locations open by the close of 2018. www.cyclebar.com

About the Old Mill District

One of the Pacific Northwest's most distinctive and dynamic mixed-use developments, the Old Mill District is located on 270 acres that formerly housed one of the largest sawmill operations in the world. The rich history of the land is coupled with spectacular mountain views, scenic river vistas and an extensive trail system to enjoy the outdoors. More than 55 local, regional and national retailers and businesses call the Old Mill District home. The Old Mill District – Bend's most unique shopping, dining, living, and entertainment experience. www.theoldmill.com

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Noelle Fredland
541-312-0131
email us here
Old Mill District

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