



Media Release

Hollywood Fitness Comes to Darwin

The female fitness craze sweeping the world – pole dancing – has landed in Darwin.

Australia's leading pole and sensual dance studios, shemoves, has opened the doors to its newest purpose built premises in Parap.

Shemoves co-founder and former Territorian Kelly Bannister said Darwin was the ideal city to introduce their unique mix of fun and fitness.

“The territory lifestyle presents a great base for shemoves - our distinctive workout is sure to be a big hit with local women looking for something to get the heart rate up,” said Kelly.

Based on the moves used by professional exotic dancers, shemoves focuses on creating sexy confidence through dance.

Kelly's partner Britt Bailey Kerber, herself a former exotic dancer, said Darwin women won't believe the endurance, flexibility and muscle toning benefits offered by pole dancing.

“You'll burn the calories and gain an enormous sense of confidence through the moves.”

“And it is strictly a gym shorts and t-shirt environment - there is not a g-string leotard or stiletto in sight,” said Britt.

“Forget seedy strip shows, shemoves offers women a fun way to get fit and feel good about themselves.”

Shemoves studio (3/5 Goyder Road, Parap) runs its renowned female only classes six days a week.

ENDS

Released and issued on behalf of: **shemoves**

For further information:

Kelly Bannister
shemoves co-owner
0424 323 981 (all hours)
kelly@shemoves.com.au