



## Media Release

### Strip off the kilos

Forget about smoke-filled men's clubs and seedy strip shows, pole dancing has become the latest weapon in the female fight against flab.

Based on the moves used by professional exotic dancers, women are flocking to the classes to burn serious calories and tone up the all important calves, thighs and glutes.

A desire to lose her post baby weight and start to feel sexy again was the inspiration for co-owner and former exotic dancer Britt Bailey-Kerber to start one of Australia's first pole dancing studio shemoves.

"I went back to dancing when my second child was only four months old and dropped the extra weight I was carrying very quickly," she said.

"I realised how much I missed the feeling of confidence you gain from pole dancing."

A chance meeting with now best friend and partner Kelly Bannister at a conference resulted in the idea for shemoves and it wasn't long before the duo were operating studios in Western Australia

"Women have fallen in love with the endurance, flexibility and muscle toning benefits offered by pole dancing," said Kelly.

"A solid session on the pole, or what we call a Smoulder and Burn aerobic class can burn up to 250 calories.

"And on top of all the health benefits it's heaps of fun," she said.

Shemoves runs more than 40 female only classes a week and demand is growing.

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