

FOR IMMEDIATE RELEASE

## Southborough Fitness Studio Supports the Pan-Mass Challenge

**SOUTHBOROUGH, Mass., May 25, 2016** – Every Body Balance (<http://www.everybodybalance.com/>) is proud to participate in the 2016 Pan-Mass Challenge to honor those we have lost to cancer, to support a great cause, and to highlight current research towards sustained cancer prevention and remission.

As part of our way of supporting the fight against cancer, anyone making a donation of \$25 or more to Every Body Balance's Virtual Ride gets extra classes FREE as part of every new or upgraded membership between now and September 15<sup>th</sup>. What could be better than donating to a great cause, enhancing your own health and wellness, and saving some money at the same time. 100% of all donations go to support cancer research at the [Dana Farber Cancer Institute](#) and are tax-deductible.

In addition, anyone training for the 2016 PMC with proof of PMC registration gets a free class for Spin, Yoga, Boot Camp, Barre or any of our regular classes, at our two Southborough locations. Perfect for those rainy or hot humid training days.

You can make a donation to Every Body Balance's virtual PMC ride at [EveryBody Balance's Ride](#). Then visit Every Body Balance [PMC class-passes or memberships](#) on-line, or come in to either Southborough location and bring your donation receipt.

Our thanks to everyone for their generous support.

### About the Pan-Mass Challenge

The Pan-Mass Challenge (PMC) is an annual bike-a-thon that raises more money for charity than any other single athletic fundraising event in the world. The PMC was founded in 1980 by Billy Starr, who remains the event's executive director, an annual cyclist, and a fundraiser. The PMC has since raised \$455 million for adult and pediatric patient care and cancer research at Dana-Farber Cancer Institute through the Jimmy Fund. The event donates 100 percent of every rider-raised dollar directly to the cause, and generates more than 50 percent of the Jimmy Fund's annual revenue. The PMC has successfully melded support from committed cyclists, volunteers, corporate sponsors, virtual riders and individual contributors. All are essential to the PMC's goal and model: to attain maximum fundraising efficiency while increasing its annual gift. The PMC's hope and aspiration is to provide Dana-Farber's doctors and researchers with the necessary resources to discover cures for all cancers. For more information on the Pan-Mass Challenge, please visit [www.pmc.org](http://www.pmc.org)

### About Every Body Balance

Every Body Balance has grown to become one of the state's premier destinations for Yoga, Barre, Pilates, Boot Camp, Core Cardio, and Spin, as well as individual and small group Personal Training. Many classes strive to combine the practice of yoga with the methods of Pilates and Barre to ensure a balanced body through strength and flexibility, coupled with a calm and peaceful mind through

correct breathing and relaxation techniques. Some spin classes consist of a dedicated spin workout, while others combine Spin with stretching, yoga, or cardio workouts.

Owner and President Susan Erdman is proud to be giving back on behalf of her studio. "Our mission for the studio is to offer a welcoming environment for everyone to achieve their personal fitness and wellness goals. So we're proud to be able to help others in the fight against cancer." Every Body Balance is truly for everybody, offering instruction and programs for all fitness levels and all ages.

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