



230 Fifth Avenue T 212.741.2323
Suite 1511 F 212.741.2324
New York, NY 10001 FlatironNoMad.nyc

For Immediate Release

June 13, 2022

Contact: Marina Hansen, marina@anatgerstein.com, 347-274-9819

Flatiron Nomad Partnership's Flatiron Fitness Series Returns with Free Outdoor Classes on the Flatiron Public Plazas

- Popular eight-week series returns on June 22, featuring yoga, high-intensity interval training, Pilates, dance, and more -

(New York, N.Y.) - The [Flatiron Nomad Partnership](#)'s annual [Flatiron Fitness Series](#) will return this summer with free fitness classes on the South Flatiron Public Plaza, located at one of Manhattan's most iconic intersections, in the shadow of the famed Flatiron Building. Spanning eight weeks beginning on June 22, the series will feature yoga, high-intensity interval training (HIIT), Pilates, and dance classes offered by local fitness studios.

"We welcome neighborhood residents, employees, and visitors to join us and our diverse group of fitness partners for fun and engaging classes this summer on the Plaza," said **James Mettham, President of the Flatiron NoMad Partnership**. "This series is a New York City summer tradition, showcasing studios and gyms that, along with many other wellness-focused businesses, help make the greater Flatiron and NoMad district a destination for people with active lifestyles."

With more than 50 fitness studios and gyms in Flatiron and NoMad, the area has earned a reputation as New York City's "Fit District."

"There is something timeless about Flatiron and NoMad, which mirrors the timeless quality of yoga," said **Rima Rabbath, founder of SOUK NYC**, which opened in 2022 at 12 West 27th Street in NoMad and will be leading the first Wellness Wednesday class on June 22. "As a new yoga studio, participating in the Flatiron Fitness Series is our occasion to share something historic in the present moment. SOUK might be the new kid on the block, yet we are here to celebrate the incredible heritage this neighborhood offers. Let's practice!"

The Flatiron Fitness Series' signature "Wellness Wednesday" classes will take place on the South Flatiron Public Plaza, located on Broadway between 22nd and 23rd Streets, every Wednesday from 6:00 PM to 7:00 PM from June 22 through August 10. Registration for the first three weeks of Wellness Wednesday classes is now open at flatironnomad.nyc/flatironfitness. Registration for the additional classes will open in subsequent weeks.

Additionally, the series will expand this year to feature pop-up fitness classes in July on [NoMad Piazza](#), a dynamic new pedestrian space created by the Flatiron NoMad

Partnership on the Broadway roadbed between 25th and 27th Streets. Details for these pop-up classes will be announced soon.

The series is being presented in partnership with the newly opened Whole Foods Market location in NoMad on 27th and Madison. “Whole Foods Market is proud to be the Title Sponsor of Flatiron Fitness, taking place during an 8-week series starting June 22nd. Our goal is to bring health and wellness to the communities we serve and partnering with the Flatiron NoMad Partnership, allows us to do so in our own neighborhood, on a larger scale,” said **Lucia Albero, Senior In-Store and Local Marketing Manager at Whole Foods.**

A complete schedule for the Wellness Wednesday classes follows:

[SOUK Studio: SOUK SWEAT](#)

Wednesday, June 22nd at 6 pm

Flatiron South Public Plaza

A rigorous flow of sweat-inducing, stamina-building yoga postures that include standing poses, twists, and shoulder opening backbends, that provide the perfect occasion to de-stress at the end of your day.

[Register For Class](#) | [Sign Digital Waiver](#)

[DanceBody: Dance + Sculpt 40/20](#)

Wednesday, June 29th at 6 pm

Flatiron South Public Plaza

Experience dance-inspired cardio and sculpt intervals set to the best music out there. No equipment is necessary to get a great sweat in this class. Prepare to have your energy lifted for the rest of the day. Wear sneakers, come prepared to move. 40 minutes of Dance Cardio and 20 minutes of Sculpt.

[Register For Class](#) | [Sign Digital Waiver](#)

[TrampoLean: YOGA LEAN](#)

Wednesday, July 6th at 6 pm

Flatiron South Public Plaza

YogaLEAN blends a variety style of yoga and popular mind/body practices that invite you to lean into restorative postures, energizing movements, mindful breathing and strengthening routines. Yoga, Pilates, Tai Chi, PT, Cardio; Corrective Movements

[Register For Class](#) | [Sign Digital Waiver](#)

[Life Time: Gluteus Maxout](#)

Wednesday, July 13th at 6 pm

Flatiron South Public Plaza

This Life Time signature format focuses on movements that target and

strengthen the muscles in and around your legs and glutes, with a little cardio included throughout to challenge your aerobic capacity.

Registration Available 6/29

[Dharma Yoga](#): Classic Practice

Wednesday, July 20th at 6 pm

Flatiron South Public Plaza

Experience grace in the life force within you. The yoga postures bring radiant health and long life by drawing attention to the breath, joints, muscles, and mental state. All levels are welcome.

Registration Available 6/29

[PMT House of Dance](#): Beginner Hip Hop

Wednesday, July 27th at 6 pm

Flatiron South Public Plaza

Students will enjoy an energetic, challenging form of Hip Hop that teaches foundations with proper context and technique. A heavy emphasis on musicality, creativity, intention, and performance will be placed on students, enabling them to maximize their potential.

Registration Available 6/29

[Power Pilates](#): Open Mat

Wednesday, August 3rd at 6 pm

Flatiron South Public Plaza

Work your powerhouse with the classical Pilates exercise sequence. Using your own body as resistance, you will effectively engage all muscle groups with low-impact movements such as the hundred and the teaser. This open class allows for easier modifications and challenging variations.

Registration Available 7/20

[bodē nyc](#): HIIT 50

Wednesday, August 10th at 6 pm

Flatiron South Public Plaza

Our HIIT 50 class is a Tabata-style cardio class that combines High-Intensity Interval Training (HIIT), muscle toning, and cardio to create a killer power-packed workout experience. The bode HIIT class strengthens your core, burns fat, and increases flexibility.

Registration Available 7/20



230 Fifth Avenue T 212.741.2323
Suite 1511 F 212.741.2324
New York, NY 10001 FlatironNoMad.nyc

About the Flatiron NoMad Partnership

The Flatiron NoMad Partnership, formed in 2006, is a nonprofit organization and business improvement district that serves the businesses, people, and places that help make Flatiron and NoMad two of Manhattan's most iconic and authentic destinations. Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the district is a center of activity. The Partnership serves as a dedicated steward and supporter of public life in the district by maintaining a clean and safe environment; spearheading area improvement projects; and marketing and championing the diverse business and retail options in this vibrant and historic neighborhood.

FlatironNoMad.nyc
info@flatironnomad.nyc
Facebook, Instagram, Twitter: @FlatironNY

###