



The Madison Improvement Club Tempe Opens October 2014

"We turned up the bass in Tempe!"

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CONTACT: Carly Gilleland
602-750-0028

TEMPE, Arizona – How do you party? The Madison Tempe delivers an intense workout blended with pulse pounding music, we appropriately dub our cycle class, "Party On A Bike!" In early October the Madison Improvement Club opens their second location in Tempe, AZ. Located in the Farmer Art District with Sam Fox's The Yard and Culinary Dropout, The Madison Tempe sits perfectly between the Arizona State University campus and hundreds of corporate offices. The central location makes it a perfect meet-in-the-middle hub for Scottsdale, Phoenix, Mesa, Gilbert and Chandler.

The owner, Andrew Varela, created an amazing space that embodies community while providing a fun and inspiring workout in the Arcadia area. Now he wants to deliver the same vibe and energy to Tempe. "We turned up the bass in Tempe," said Varela. He continued, "Everyone knows that exercise is imperative for health and happiness. Our amped up 45-minute cycle class totally lets you check 'Work Out' off your to-do list. Here's the cool part – it will feel more like a dance party than a trip to the gym. I promise you Party On A Bike will quickly become your new positive addiction."

The Madison combines crazy exciting lighting, a state-of-the-art sound system and wildly motivating teachers (sometimes known as DJs) playing the latest and greatest remixes. The Madison makes partying on a bike fun, fun, and did we mention -- Fun!

Need a place to grab something healthy to eat? That's us. Need a place to buy stylish clothes for hanging out or working out? That's us. Need to shower after your class? You guessed it...that's us. Here's the thing, just like you have to spend time with someone to realize you want them as your BFF, you have to spend some time at The Madison to realize it will keep you happy, healthy and connected.

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