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PHOTOS

ONESWEAT, Houston-based boutique fitness studio, acquires Reach Stretch & Recovery *High-intensity fitness destination is expanding its Bayou City footprint*

HOUSTON (Jan. 10, 2024) – **ONESWEAT**, a leading provider of luxury high-intensity interval training, is expanding its Houston footprint with the acquisition of Reach Stretch & Recovery, a wellness brand specializing in assisted stretch and recovery services. Rebranded as **ONESWEAT Stretch + Wellness**, the five Houston-area locations of the recovery studio will bring in a new era of ONESWEAT as a comprehensive holistic fitness and wellness destination.

The five Reach Stretch & Recovery locations around the greater Houston area will be rebranded as ONESWEAT Stretch + Wellness: **Rice Village** (2524 Rice Blvd.), **Memorial City** (841 Frostwood Dr.), **Cinco Ranch** (24210 Westheimer Pkwy. #600), **Sugar Land** (1525 Lake Pointe Pkwy. Suite 300) and **The Woodlands** (1900 Lake Woodlands Dr. Suite 300). ONESWEAT currently has two luxury boutique fitness studios in **The Heights** (725 W 18th St.) and **River Oaks** (3300 Kirby Dr, Suite 8A), with plans to further expand in Houston. ONESWEAT also is looking to expand its offerings into The Woodlands, Dallas, San Antonio and Austin, making its premium fitness and wellness services accessible across the state of Texas.

“We are excited to introduce ONESWEAT Stretch + Wellness, combining the fitness, community and customer service strengths of ONESWEAT with specialized recovery services,” ONESWEAT co-founder and managing partner **Jordan Strouse** said. “With the addition of ONESWEAT Stretch + Wellness, we are taking the first step in creating a seamless and integrated wellness experience for our clients.”

ONESWEAT also has opened the first **brand new** ONESWEAT Stretch + Wellness location in the Heights at **718 W 18th St.**, across from its flagship fitness studio. As the next step in its Houston-area expansion, The Heights location of ONESWEAT Stretch + Wellness will showcase the company's commitment to organic, personalized health and wellness solutions. The location will feature state-of-the-art equipment and experienced wellness professionals to cater to the diverse needs of the community. ONESWEAT plans to introduce additional wellness services into its Stretch + Wellness facilities, from advanced recovery technologies to concierge medical services, providing clients with a holistic approach to health and well-being.

This spring, ONESWEAT will launch a new concept, **ONESWEAT Pilates**, next door at **730 W. 18th St.** To prepare for its continued expansion, the company has built out an executive management team led by Chief Operating Officer **Sherilyn Hardy**, Chief Financial Officer **Josh Mueller**, and Chief Marketing Officer **Zach Mills**.

“As we grow our presence in Houston and beyond, ONESWEAT remains dedicated to providing innovative and inclusive fitness and wellness experiences, and we look forward to bringing the ONESWEAT brand to even more communities,” Strouse said.

ABOUT ONESWEAT

ONESWEAT is a Houston-based luxury boutique fitness brand centered around community-focused HIIT training and recovery. ONESWEAT fitness classes offer a functional, high-intensity interval training combining cardio, strength, and circuit training in a community-oriented atmosphere, and ONESWEAT Stretch + Wellness offers specialized stretch and recovery

services, creating a holistic and comprehensive training and recovery destination. For more information about ONESWEAT and its expanded service offerings, please visit onesweat.com.

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