



First-Ever Spartan Gym Opens at 1 Hotel South Beach

World-Famous Spartan Race and 1 Hotel South Beach Bring the Ultimate in Fitness and Training Directly to Hotel Guests in the New Year

MIAMI, FL, January 23, 2017 – Debuting as a first of its kind in the fitness world, [1 Hotel & Homes South Beach](#) has officially opened the first-ever **Spartan Gym**, just in time for the New Year. The 14,000-square foot, indoor space brings the famous Spartan Race experience, the world’s leader in the sport of obstacle racing, with the mission-driven, wellness-focused luxury lifestyle brand of 1 Hotels, to the South Beach scene. The one-of-a-kind gym features spaces designed with state-of-the-art equipment, signature Spartan obstacles and direct access to local, certified Spartan trainers dedicated to helping those of all fitness levels achieve strength and endurance. This unprecedented collaboration caters to travelers looking to not only stay in fitness routines while on the road, but challenge and encourage them through equipment and targeted technique specialty classes exclusively available at 1 Hotel South Beach.

“We are thrilled to partner with 1 Hotels to bring the first-ever Spartan Gym to 1 Hotel South Beach,” said John Gauch, Vice President of Spartan Training. “The new gym sets the bar for Spartan training, allowing guests to fully explore and reach their fitness potential.”

Available to hotel guests and residents of 1 Hotel & Homes South Beach, the gym divides itself by Spartan’s core areas of fitness: athleticism, strength, endurance and mind. Each of these areas are surrounded by a central space which features signature obstacles including ceiling ropes, cargo net challenge, monkey bars and wall climb, putting guests at the forefront of the Spartan experience. Additionally, the gym includes three classrooms for group-style workouts, one of which can be used as a private training room for one-on-one Spartan training by certified trainers from the area. Outdoor areas surrounding the gym, a designated yoga deck, expansive turf space, the property’s private beach, and the hotel’s grounds which includes 600 feet of pristine beachfront, is also utilized to provide specialty classes and challenges with inspiring ocean views.

With a capacity of up to 289 people, the Spartan Gym boasts cutting-edge workout equipment for each of its core focus areas. The athleticism area focuses on the body’s stability, coordination and balance through natural body movement with ample space and equipment for complex, skill-developing workouts. The strength area is designed for power with free weights, kettlebells, Spartan rigs and other strength testing equipment. The endurance area targets aerobic and anaerobic training with brand new cardio equipment including a Jacob’s ladder, rowers and skiers. Lastly, the Spartan gym experience includes unique recovery methods offering Spartan yoga, meditation, visualization, targeted deep stretch classes and more.

1 Hotel South Beach currently offers the Be A Spartan package, inclusive of a \$100 F+B credit for use at all outlets and access to Spartan approved menu options, 15% off personal Spartan coaching sessions and a private welcome consultation with the gym's lead Spartan SGX Coach who will develop a customized athletic program during guests' stays.

Those looking for a bigger challenge can experience Spartan Weeks starting in Spring 2017, created in partnership with Joe Di Stefano ("Joe DI"), Director, Training and Sport for Spartan Race. Spartan Weeks offer a 3 or 4-night stay that will challenge guests to be strong, resilient and release their inner Spartan. Each day, a combination of activities, Spartan obstacles, recovery classes and post-training meditation options will be available to create a customized experience. Attendees will have the opportunity to mix and mingle with fellow Spartans, including officially-trained Spartan Coaches, during welcome and evening events. Guests will also have the option to choose from a specialty Spartan menu, hand-picked by Joe DI, to help those in training stay on track with healthy choices that best compliment the training program. Trainees will also have access to special offers on key treatments meant to aid with recovery at Bamford Haybarn Spa, the first-ever Bamford Haybarn Spa in the U.S.

For more information on the Spartan Gym and Spartan Packages and Weeks, visit <https://www.1hotels.com/south-beach/spartan-gym>.

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About 1 Hotels

As a luxury lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of eco-conscious design and sustainable architecture, together with extraordinary comfort and an unrivaled level of service. 1 Hotels, which launched in 2015 with the opening of exclusive properties in Miami's South Beach and Manhattan's Central Park and is followed by the upcoming Brooklyn launch in early 2017, is inspired by a simple idea: those that travel the world also care about it. 1 Hotels upholds this vision by channeling nature through design and culinary partnerships, while connecting with the local community and taking sustainable steps to make a big difference. Additional information can be found at www.1hotels.com.

About Spartan Races, Inc.

Spartan Race is the world's leading obstacle race company and the first of its kind to feature timing and global rankings. With more than 200 events in 30+ countries in 2017, Spartan Race has more than 1 million global participants, and offers open heats for all fitness levels as well as competitive and elite heats. With more than 5 million passionate social media followers, health and wellness products, as well as the popular NBC television series, Spartan Race has made obstacle racing one of the fastest growing sports—and lifestyles—in the world. Spartan Race features races at three distances, 3+ Mile/20+ Obstacle "Sprint," 8+ Mile/25+ Obstacle "Super" and 12+ Mile/30+ Obstacle "Beast," culminating each year in the Reebok Spartan Race World Championship. Visit www.spartan.com for more information, a schedule of events, and to register for a race.

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