



For: Curves of Watertown, MA, 372 Main Street, Watertown, MA  
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## VARIETY SPICES UP WOMEN'S FITNESS AT NEW CENTRAL WATERTOWN LOCATION Watertown, MA, September 9, 2011

Women seeking a realistic solution to their fitness needs can now turn to Curves of Watertown, MA, in its new location just outside busy Watertown Square and not far from the Massachusetts Turnpike exit. There's ample free parking both on and off the street. "We chose this wonderful, second floor space with its large windows and plenty of sunshine," said co-owner Meredith St. Sauveur, "because it really suits our goals for our clients. We believe variety is essential to a healthy body and a healthy mind, and here we can offer many different kinds of exercise, in addition to the very effective Curves circuit."

St. Sauveur and her partner, Betsy McLaughlin, a certified Stott Pilates instructor, have built their fitness center with women in mind. In just half an hour, the familiar Curves resistance machine circuit burns up to 500 calories and works every major muscle group with strength training, cardio and stretching. McLaughlin said "Because women have less time to stay healthy, our thirty-minute workouts are a perfect match for their needs."

For variety, there are regular classes in Stott Pilates and Zumba (the lively new Latin dance aerobics), dozens of DVDs for exercise in private rooms, free weights, a treadmill and an elliptical machine. There are also classes in yoga and nutrition. "When our members suggest things, we pay attention," said McLaughlin. "Whether it's adding a wall clock for pulse-taking or a class in Reiki massage, we try to meet their needs. We've even invited a psychic/medium to hold a session in May. And we are open seven days a week, starting at 6 am on most weekdays."

Members are all kinds and ages: mothers of young children, lawyers, grandmothers, architects, nurses, filmmakers. And they live all over the greater Boston area, from close-by Belmont and Waltham to as far away as the Back Bay, Wellesley and Tewksbury. "They like being able to fit their workouts around their work schedule," said St. Sauveur and McLaughlin. "We're very close to the turnpike, so it's easy to get here and get home again."

And if members do want to stop and talk for a bit, they can fix themselves a cup of tea and sit with a staff member in a light-filled entry decorated by McLaughlin with wall art and graced with fresh flowers. “Our staff are hired for their people skills as well as their knowledge of fitness,” said St. Sauveur. “And we’ve seen personal friendships grow among our members.”

St. Sauveur, an experienced healthcare administrator and business owner, purchased the Curves franchise in 2005 and soon after formed a partnership with McLaughlin, the mother of two young boys, an artist and fitness teacher. She says they both believe that “anyone and everyone can benefit profoundly, not only physically but emotionally and mentally, from exercise regardless of age, fitness level, gender or physical limitations.”

For a free tour, or to learn more about this Curves with a difference, please contact Meredith St. Sauveur or Betsy McLaughlin at 617.923.2600, or stop by 372 Main Street in Watertown, Mass.