

freedom

Group Exercise[®]

FitnessFest 2019: The 3-Ball Equation



"Because it's more than just exercise..." TM

Freedom Group Exercise



Freedom Group Exercise, Inc. is a family of safe, joyful, effective, high-quality group fitness programs. Currently, our two formats are **Freedom Barre™** and **BANG™**.

We just announced our third format: **RISE™** Urban-inspired bench aerobics. Coming soon.

Freedom designs instructor training and group workouts for the human race . . . in all of its variety and glory—from the person who has never set foot in a gym or studio and is secretly terrified, to seasoned fitness “pros” who think they’ve seen (and done) it all before.



WHAT WE DO

Group Exercise:

Connecting, Coaching, Educating, Inspiring

We design and teach group exercise because we believe it can help build a healthier, better world.

OUR MISSION

Embracing and empowering people through fitness to help build a healthier, better world.

OUR PURPOSE: Why We Exist

- To make the world better, stronger, healthier, more inspired
- To give people opportunities to get stronger on the outside and on the inside
- To inspire people and take them forward from wherever they are to wherever they wish to go in fitness and beyond
- To give people great reasons to participate in group fitness and to give them the motivation to keep going, no matter what
- *Because it's more than just exercise.™*

Communication



1. Connection

Group Fitness: Who Are They?

The Three-Ball Equation

Ball 1

Ball 2

Ball 3

Which One Are You?



Communication

2. Coaching

Safety/Low Options:

What?

When?

Why?

3. Cueing



WHO WE ARE



Amanda Strand is the co-Founder of Freedom Group Exercise, Inc. and the creative mind behind Freedom Barre®, BANG™, RISE™, BenchCore™, BenchCardio™ and BenchStrength™.

Amanda began her career in the performing arts, acting, dancing and directing for stage, film, and TV, in New York and Europe. Amanda felt a keen desire to bring her passion for fitness together with her deep experience in the performing arts and so she founded Freedom Group Exercise, Inc in 2012 with business partner, Benjamin Bidlack. Freedom Group Exercise provides the best in content, education, and certification for group fitness. Deeply music driven, diverse and inclusive, Freedom formats provide fitness experiences for people looking for “more than just exercise.”™ Freedom is the fitness company for people who want to get strong, stay strong and be inspired.

In addition to her visionary work in group fitness, she has years of experience coaching, choreographing, and directing for the theater. She has taught all forms of dance, vocal production, and Alexander Technique. Amanda is a Certified Personal Trainer, Continuing Education Provider for NASM, AFAA and ACE. She has received sponsorships from New Balance, Reebok, Fabletics, 361, UFO Jeans and other companies.

A graduate of NYU's Tisch School of the Arts, Amanda has presented BANG™ and Freedom Barre® for ABC's Good Morning America (2017 & 2015), the NBA (2016), MLS (2016), IDEAWorld 2016-17, ECA World Fitness (2012 -17), DCAC (2015) among others. BANG™ is currently programmed at Eastern Division corporate Gold's Gym International Corporate locations, all U.S. Fitness and Sport & Health locations, YMCA, Crunch, Shapes, Anytime Fitness, Health Unlimited and hundreds of other venues across the US, Japan, and Europe. Freedom Barre® has been selected as the content, training, and certification provider of choice for all affiliated U.S. Fitness locations under their branded name BarreOne™.



Benjamin Bidlack is the co-Founder of Freedom Group Exercise, Inc and the head of Creative and Brand for the company.

Benjamin is the former Chief Strategy Officer at FutureBrand (Asia) and Executive Director of Brand Strategy at Interbrand (US/Canada).

He has advised the C-Suite, board and executives of some of the world's top organizations on brand strategy, including Evernote, Silicon Valley Bank, Spinning, United Overseas Bank (Singapore), Dubai Festival City, Thrivent, Malaysia's Ministry of Tourism, Royal Bank of Canada, XPRIZE, Con-Way and Sony PlayStation.

Prior to brand strategy, Ben held strategy roles and led projects for top-tier management consultancies, including former senior partners from McKinsey, BCG and others. He presents regularly at business and health/fitness conferences and organizations, including the London Business School, UCLA Anderson School of Management, USC Marshall School of Business, Can-Fit-Pro, IDEA Health & Fitness Association, MindshareLA, The American Marketing Association, and the USC Annenberg School for Communication & Journalism.

Benjamin is also a renowned composer and music producer for film, movie trailers, TV, advertising, celebrities, music artists, and fitness professionals worldwide, including Tyra Banks, blockbuster movie producer Jerry Bruckheimer, Nike, Apple, ESPN, ABC, Fox Searchlight, Universal Pictures, Warner Brothers, ECA 360, and international fitness presenter Misty Tripoli (The Groove), Robert Steinbacher (bodyART) and many others.

Benjamin holds a BA in English from Haverford College and an MBA from Stanford's Graduate School of Business.