



## FitnessFest 2019 Handout



*"Because it's more than just exercise..."* <sup>TM</sup>

freedom  
Group Exercise Inc.

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# 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.

*“BANG is an urban-inspired mixed-fitness group exercise class. Named for the signature “5-4-3-2-BANG!” group countdown during the peak song of the class, BANG is a unique fusion of boxing, aerobics, intervals, hip hop, world dance and bodyweight training.”*



## 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.™*

## Urban and Intense

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**BANG** provides a complete 55-minute mixed fitness workout offered to certified instructors every 3 months.

Instructors teach our moves to our licensed “clean” music, or music accessed through iTunes® using our branded “**BANG Track Organizer.**”

The **Track Organizer** is color-coded so that instructors can tailor their classes for “**Caliente**” — hot & spicy – or “**Mild**” music choices, according to what their venues and participants prefer.

### What Makes BANG Different?

**BANG** was created in response to demand in the mixed fitness marketplace for a fun, fierce, urban dance format of high intensity.

**BANG** starts with elements of Hip-Hop, Latin and African dance, injects boxing and aerobics, combining it all with weighted gloves to create a completely unique, challenging and innovative new take on mixed fitness.





*We believe that there is an athlete and dancer  
in each of us, and part of the fun that  
accompanies the hard work of BANG is  
allowing that inner athlete and dancer the  
freedom to emerge in each hour-long workout.*

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## 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 (2019 & 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 Freight, Mattel 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, ECA 360 World Fitness (2008–2019, including a Best Presenter Award selected by peers and participants), 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.