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Thursday, May 1, 2014



May 02, 2014

GIVE BACK, MOVE FORWARD

## The Movement Ignites A Charitable Fitness Revolution

There are a million excuses to avoid the gym. Too much work to do, too many social engagements to attend or even too many Netflix shows to binge watch. But what if your motivation was more than simply achieving the ideal bikini bod? That's where [The Movement](#) comes in. The brand new studio, opening in NYC on Saturday, will keep your heart healthy in more ways than one by actually rejuvenating your soul.

Their tank tops emblazoned with "Karma Made Me Do It" say it all. Soon-to-be husband and wife team Jordan Canino and Dana Proman aim to spread their philosophy of "Give Back, Move Forward" by supporting a cause they're all too familiar with. In honor of Canino's late mother, Andrea, they donate \$1 of every individual's class purchase toward the National Brain Tumor Society.

That philanthropic optimism and can-do attitude greet you as soon as you enter the sunny space, stocked with fresh juices and food from [Paleo-friendly mecca Hu Kitchen](#).

"We're creating a home for our friends and the friends we haven't met yet," Proman said.

That collective spirit is translated within the classes themselves. Instructors sometimes double up to

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teach a class, split members into smaller groups or incorporate partner exercises within the routine. The co-founders relish how a group transforms [after a session](#), leaving with a memorable experience and often sharing a coconut water with new friends on their way out.

"The trainers really believe in community," Proman said explaining that fitness experts are encouraged to create customized classes and innovative new methods. "We're housing talented people looking for a home for their class."

That means blending the best elements of strength training, yoga and [high-impact dance](#) to create an option for every type of workout. For now that includes CrossFlowX (a mix of high-intensity cardio and [yoga](#)), MOVE (a dance-based toning class), Shrink Session (a dance-kickboxing hybrid with an added bonus of shouting affirmations) and yogaCHARGED (a partner-focused workout incorporating resistance bands).

But don't confuse intense workouts with an intimidating atmosphere. Proman and Canino are so inclusive, they're hoping people from the neighborhood just stop by to say hello.

"New York's a crazy place. There's no other place in the world where people walk faster or are more on the move," Canino said, "We just want to offer a refuge. A place to share our energy and passion, even if it's just stopping in from the street to grab a juice."

His ultimate goal? "To take over the world one class, one dollar at a time."

We're officially out of lame excuses.

*Browse the slideshow above to find out how to incorporate a charity into your fitness routine.*

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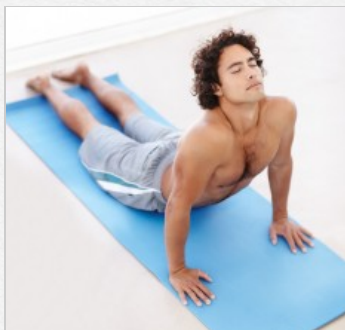


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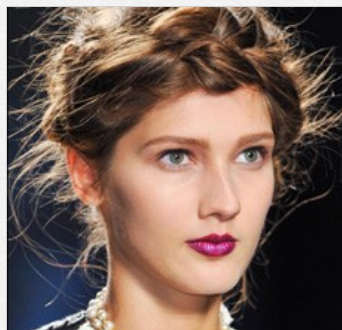
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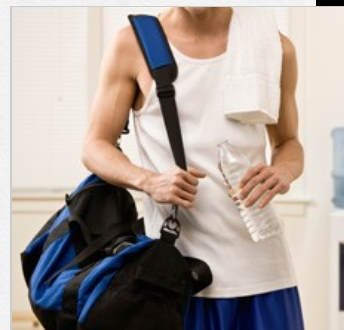
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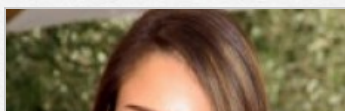
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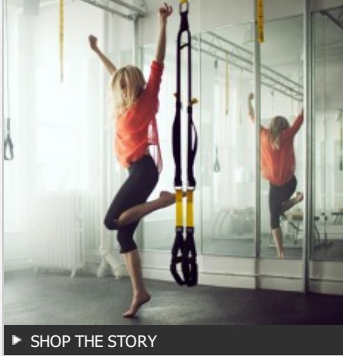
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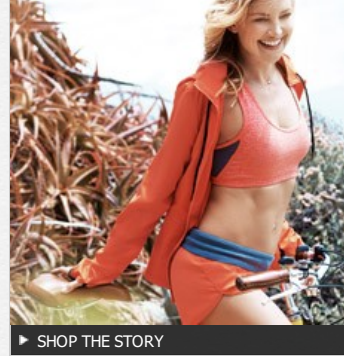
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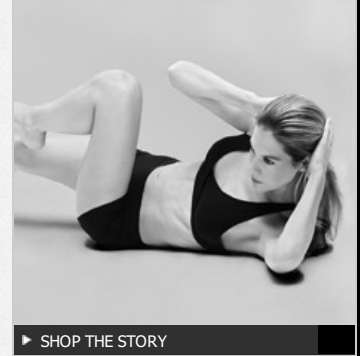
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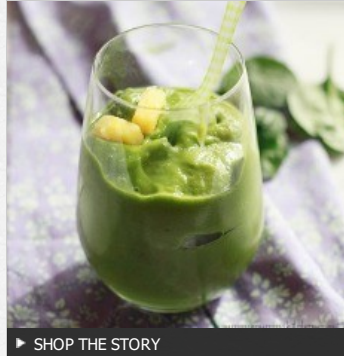
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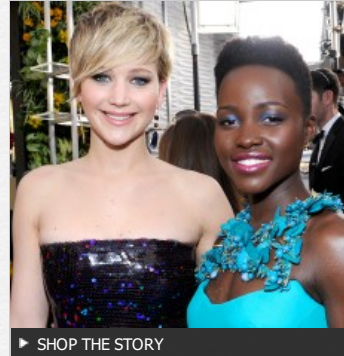
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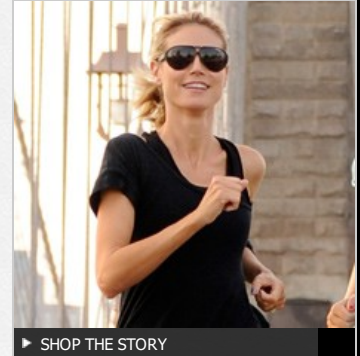
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