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**Basecamp Fitness & lululemon Move with Heart to Support the American Heart Association**

***Local fitness studios and athletic apparel brand are joining forces to host a Pedal for a Cause day of workouts to raise money for heart health.***

Madison, Wis., January 25th, 2022 — Basecamp Fitness is teaming up with lululemon, to invite Madison residents to workout out for a good cause on Saturday, February 18th in support of the American Heart Association, the leading voluntary health organization focused on heart and brain health for all. Classes at Basecamp Fitness this day are free and open to the public and lululemon shirts will be available for purchase on the day of the event, with all proceeds going to American Heart Association.

This February during American Heart Month, Basecamp Fitness and other companies across the country are participating in the American Heart Association’s fundraising campaign, Life Is Why™. Donations through Life is Why’s participating retailers – no matter the amount – allow the Association to:

* Fund research that can improve the health outcomes of heart and stroke patients;
* Train more than 2.5 million high school students in CPR annually;
* Support the work of local entrepreneurs and organizations working to improve health outcomes in under-resourced communities.

To learn more about the Life Is Why campaign, please visit [Heart.org/LifeisWhy](https://www.Heart.org/LifeisWhy).

Once a quarter, Pedal for a Cause workouts allow the Basecamp community to support local foundations and charities. For every mile ridden during classes this day, Basecamp donates $1. Previous recipients include Breast Cancer Recovery, the Carbone Cancer Center, and Madison YWCA. Basecamp Fitness is thrilled to support the American Heart Association in conjunction with lululemon this quarter. Taylor Darnell, Basecamp Fitness Area Coach, says “With multiple studios in Madison, we can make an even bigger impact for the AHA. Participants can go easier with their strength training on the floor to really be able to hit 5, 6, or even 7 miles on the bike during the 35-minute classes, helping us make the biggest donation possible throughout all our classes this morning.”

Basecamp Fitness Coach, Laura Doolin, is also an Ambassador for lululemon. “It’s all about community. Bringing Basecamp Fitness and lululemon together allows us to amplify our impact on heart health here in Madison. When I walk into lululemon at Hilldale or Basecamp on Monroe Street, I feel like I’m part of the family. Both brands value community and actively engage in ways to bring our people together around health and wellbeing – Heart Month is just one example of that community commitment.”

On Saturday, February 18th, Madison residents are invited to book a spot in class at Basecamp Fitness to celebrate heart and stroke survivors, raise lifesaving funds and encourage physical activity. Classes are free and open to the public, and Basecamp hopes to fill every spot. “We know regular exercise is an important component to being healthy, reducing stress, and boosting your immune system, so it’s more important than ever for people to be exercising regularly. Our Pedal for a Cause workouts are our way of contributing to a stronger, healthier local community beyond our studio doors,” says Darnell.

Reserve a seat in a Pedal for a Cause workout by calling or emailing the studios prior to February 18th:

Madison East | 4704 E. Washington Avenue | 608-960-4000 | east\_madison@basecampfitness.com

Madison Central | 1730 Monroe Street | 608-960-4500 | monroe\_st@basecampfitness.com

Madison West | 309 Junction Road | 608-716-3700 | junction\_rd@basecampfitness.com

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**About Basecamp Fitness**

Basecamp Fitness is the all-in, high-intensity group workout that packs 50 minutes of supercharged calorie burn into just 35, making it the most efficient and effective workout on the market. Alternating between heart-thumping cardio on the air bike, to strength moves on the floor that will keep muscles guessing, the workout unites those who love to push hard, sweat hard and celebrate wins together. Additionally, an optional 10 minutes follows each workout and features a wide array of core exercises, which means participants benefit from intense cardio, strength training and abdominal training during every session. Learn more about memberships and the Basecamp workouts by visiting the Basecamp Fitness. www.basecampfitness.com

**About lululemon:**

Creating components for people to live longer, healthier, and be well in every aspect of their lives – physically, mentally, and socially. We make technical athletic apparel for yoga, running, dancing, and most other sweaty pursuits. Learn more by visiting https://shop.lululemon.com/

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