



E. "BEN" ZAHN III
MAYOR

CITY OF KENNER

News Release

FOR IMMEDIATE RELEASE
Feb. 13, 2019

CLUB4FITNESS CHOOSES PAVILION SHOPPING CENTER IN KENNER FOR FIRST LOUISIANA LOCATION

Kenner, LA. – Kenner Mayor Ben Zahn and District 4 Councilman George Branigan announced that Club4Fitness has chosen the Pavilion Shopping Center for its first location in Louisiana.

Club4Fitness is a family-owned and operated business, and owner Mike Elinski and his family have more than 39 years of experience in the health and fitness industry. The company currently has nine locations – all in Mississippi. In addition to the expansion into Louisiana, the company also has plans to open locations in Alabama.

The facility will take up approximately 30,000 square feet of the old Rouse's store location in the section of the shopping center that faces West Esplanade Avenue. Company officials said they expect the business to open in the next three to six months.

"This is great news for the city of Kenner and says a lot about the city's business climate when a company looking to expand into Louisiana chooses Kenner for its first location in the entire state," Zahn said.

Branigan said the arrival of Club4Fitness should boost the Pavilion Shopping Center, which has been largely dormant for more than a decade.

"With At Home and now this fitness center in the Pavilion, we are hopeful other new companies will be interested in joining this growing shopping center," Branigan said.

Rachel Costello, vice-president of Club4Fitness, said Elinski is confident that Kenner is a perfect match for his business, particularly with a prime location in the Pavilion Shopping Center.

"Mike's goal is to serve the city of Kenner and provide health and wellness options for each and every resident," Costello said. "That is the reason Mike keeps the monthly rate as low as possible, at only \$15 per month with no commitment."

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Costello said the center will offer state-of-the-art cardio and strength equipment, a sports performance/functional training area with turf, group fitness classes, tanning and red light infrared enhancement beds, hydro-massage, 24/7 access, locker rooms with showers. In addition, childcare will be available for a small extra fee.

She said all new members will also be entitled to an orientation process with a certified Personal Trainer – a \$120 value to help new members begin or continue their fitness journey with the support needed to be successful.

Costello said discounts will be available to all members of the military and veterans. She can be reached by emailing rachel@theclubms.com.

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