

HOTEL - CASINO -

FOR IMMEDIATE RELEASE: April 10, 2018

MEDIA CONTACT: Amy E. S. Maier, Faiss Foley Warren, <a href="mailto:amy@ffwpr.com">amy@ffwpr.com</a>, 702-904-0296

## **REAL RESULTS Gym opens at the Plaza Hotel & Casino on May 1**

LAS VEGAS – A one-of-its-kind hotel performance gym will open on May 1 at the Plaza Hotel & Casino. The new fitness center by the popular downtown Las Vegas gym, REAL RESULTS will offer athletic sports style training, including group classes and personal training, as well as traditional workout equipment and other amenities. Plaza Hotel guests can use the REAL RESULTS Gym for free, while affordable memberships are available for locals who live or work in downtown Las Vegas.

Located steps away from the Plaza's registration lobby, the 5,000 sq. ft. REAL RESULTS Gym will offer Plaza Hotel guests and members of the downtown Las Vegas community a modern urban-style gym with traditional cardiovascular equipment, dynamic group classes led by experienced certified trainers, and private one-on-one training.



REAL RESULTS' signature group cross-training and yoga sessions will be offered both in the new fitness center and on the recreation deck of the Pool at the Plaza, weather permitting. Customers can also book

personal training sessions and sports massage therapy appointments. Conventions and special events at the Plaza can take advantage of customized activities, like "Detox to Retox," private group and team building classes, and pre/post conference classes.

"The REAL RESULTS Gym at the Plaza will be an amazing amenity for our guests and the first hotel performance gym of its kind in Las Vegas," said Jonathan Jossel, CEO of the Plaza. "We continue to enhance our guests' experience and want to offer them as well as our neighbors who live and work downtown a unique and convenient fitness option. Combining traditional fitness center equipment with the unique REAL RESULTS personalized service and workouts – both in the new gym and on the Plaza's expansive pool deck – will offer unbeatable opportunities to stay in shape and have fun at the same time."

"REAL RESULTS has become a premier and transformative gym in Las Vegas, and we are very excited to partner with the Plaza to create an unparalleled hotel fitness center based on our core training goals and services," added Bryan Nelson, CEO of REAL RESULTS, which in addition to its main location downtown and new facility at the Plaza also operates the corporate wellness program and gym at Zappos.

In addition to the new gym, REAL RESULTS collaborated with the Plaza and several of its restaurants to develop the "REAL RESULTS Menu," specific items that are healthy options for customers looking to grab a snack, lunch or dinner after a workout. Examples include: the Power Bowl or Turkey Wrap from Brightside – Breakfast & Burgers, and the 6-ounce filet mignon or grilled chicken breast with seasonal vegetables and roasted sweet potato from Oscar's steakhouse.

The REAL RESULTS Gym will be open seven days a week from 7 a.m. to 10 p.m. All group classes will last an hour and cost \$20 per person. A schedule of classes and more details about memberships and other offerings will be available at <a href="https://plazahotelcasino.com/hotel/real-results-gym">https://plazahotelcasino.com/hotel/real-results-gym</a>.



HOTEL • CASINO • BINGO

## About the Plaza Hotel & Casino

Located in the heart of downtown Las Vegas, the Plaza Hotel & Casino combines a vintage Rat Pack attitude with modern styling and personal customer service for the ultimate Vegas experience. First opened in 1971 and built on the site of the original Las Vegas railroad depot, the Plaza has 1,003 renovated rooms and suites, a classic Vegas showroom, downtown's only bingo hall and 30,000 square feet of ballroom and meeting space. Guests enjoy a variety of dining options led by the Rat Pack-styled Oscar's steakhouse in the hotel's iconic glass dome overlooking the Fremont Street Experience. Hundreds of slot machines, from the latest games to traditional coin machines, and nearly two dozen table games comprise an 80,000-square-foot casino floor, which is also home to downtown's largest race and sports book. A fully renovated rooftop pool and recreation deck, complete with private cabanas, hot tub, food truck, tennis court and dedicated Pickleball courts, provide guests with a variety of outdoor amenities. For more information on the multiple award-winning Plaza Hotel & Casino, visit <a href="https://www.plazahotelcasino.com">www.plazahotelcasino.com</a>.

## **About REAL RESULTS**

The fitness center at the Plaza will be the second location for REAL RESULTS, which opened its boutique gym in the heart of Downtown Las Vegas Art District in 2012. Real Results Fitness is a comprehensive fitness and lifestyle enhancement program designed to fit a client's needs and goals. In addition to groundbreaking REAL CROSS-TRAINING classes and infectious culture, REAL RESULTS has a proven and easy to follow step by step 12-week eating program (the REAL 90) coupled with a comprehensive and thorough fitness evaluation process to help customers attain goals in the shortest amount of time. <a href="https://www.realresultsfitness.com">www.realresultsfitness.com</a>

###