



## **Athletic Apex to open on first and second floors of Destiny USA**

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Syracuse, NY Athletic Apex, a health and fitness club committed to helping people of all ages and walks of life reach the apex of their bodies' potential, is coming to Destiny USA. Recently named Florida's #1 Health Club by Orlando Magazine, Athletic Apex provides its members with the ultimate health club experience at affordable prices. Offering guests a range of exercise equipment, free weights and group exercise classes, along with amenities like free towel service, group boot camp classes and a kids center, Athletic Apex will be located on the 1st and 2nd level of Destiny USA near Best Buy and is scheduled to open later this year.

A temporary Membership Resource Center is now open on the 2nd level of Destiny USA near Finger Lakes Coffee Roasters, where guests can learn more about Athletic Apex, speak with athletic trainers, see some of the fitness equipment in action, and take advantage of limited quantity, discounted membership rates.

"We're incredibly excited to add Athletic Apex to the Destiny USA guest experience," said Aiden McGuire, director of marketing, Destiny USA. "Athletic Apex represents the latest in cutting-edge health and fitness methods, from the equipment and facility itself to the group boot camp class programming, and more. We're excited to bring the Athletic Apex brand to Destiny USA, and look forward to educating, training and partnering with guests to provide an unprecedented health experience to Central New York."

This new location includes:

- **Group exercise rooms and boot camp classes:** With 42,000 s/f, Athletic Apex will feature commercial, biomechanical fitness machines, including cardiovascular equipment. 9,500 s/f of group exercise space, including rooms for spin, yoga, kickboxing, barre and Zumba. Several proprietary boot camp classes created by Athletic Apex, will take place on the 5,000 s/f indoor turf area.
- **Kids Center:** The facility will feature a 2,000 s/f kids center and play area, where parents who are members will be able to drop off their children at the facility to workout and shop.
- **Apex Café:** Athletic Apex members will be able to enjoy food and smoothies at the Apex Café.

More than 75 positions are expected to be filled once Athletic Apex opens later this year.

Destiny USA will be the third Athletic Apex location across the country, with centers in Texas and Florida.

Athletic Apex prides itself on programming that has been used by the Dallas Cowboys, Texas Rangers, United States Olympic Training Center, numerous Olympic teams and Olympic medalists, Miss America winners, United States Navy Seals, United States Secret Service and many more.

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