



## **Sexy Trumps Romance this Valentine's ~ Pole & Chair Dance Lessons Teach Women To Turn It On!**

### **Sexy Fitness Turns Women into Valentine's Vixens!**

**January 2014 – Toronto** – Sexy trumps romance as sexy fitness classes are injecting sass and spark back into relationships that need a boost during Valentine's. Regardless of relationship status, Brass Vixens Pole Dancing & Fitness Studio empower women to learn Vegas-style pole dance spins, down and dirty private lap dances and strut with Moulin Rouge confidence in high heels.

Lessons on how to move and look like a sex siren are the perfect Valentine preparation to rekindle a relationship, attract a new mate, and most importantly pump up body confidence and self-esteem. This Valentine's Day forget the card, learn to give a lap dance – it's the gift that really keeps on giving!

### **Valentine's Day Relationship Status: In a Hot Mess**

Learning to pole dance like a wildcat and pin a partner to a chair with lusty athletics is way more hot than dinner for two. Women are looking for sassy options to amp up their Valentine's Day experience, and Brass Vixens' saucy dance-based workouts teach the art of seduction with the added bonus of releasing feel-good mood altering endorphins.

Life partners and potential paramours will admire bold women who own their own satisfaction this Valentine's; releasing their inner vixen to celebrate the occasion with a bang. When it comes to learning the art of seduction, women are doing it for themselves in 2014.

### **The hottest fitness trend for 2014: Sexy Workouts**

Sexy fitness has made its way from the bedroom to the fitness studio – and women love it!

“The reason sexy workouts are gaining in popularity is that women can take what they learn in class anywhere; their new abilities and hot moves translate to real life situations. Show off at a party—give a twerk. Date night—bust out sultry dance moves. It's a lover's birthday—gift a private lap dance,” says Shannon Crane, owner and fitness expert, Brass Vixens Fitness.



Crane's fitness classes deliver mind and body benefits with a sexy attitude; she attributes sexy workout popularity to a non-judgmental, safe and relaxed workout environment. The hot classes women want are burlesque, chair and pole dancing, and twerking.

**PHOTO OPP REQUESTS:** Brass Vixens Pole Dancing & Fitness Studio is happy to facilitate photo and/or video of sexy fitness dance demos.

**MEDIA:** to arrange a SEX APPEAL photo opp and/or to set-up a sexy fitness Valentine's workout demo, please contact studio media rep, Sonja Andic, 416.316.7109 or [sonjaa@swiftkickpr.com](mailto:sonjaa@swiftkickpr.com)

Kind regards,  
[Sonja Andic](#) – Media Contact  
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Brass Vixens Pole Dancing & Fitness Studio has two locations in downtown Toronto: **721 Queen Street West**; and **577 Yonge Street** on the 3<sup>rd</sup> floor of Seduction.

#### ABOUT

Brass Vixens Pole Dancing & Fitness Studios on Queen West and Yonge Street both offer over 300+ pole dance and fitness classes a month where women (and men) of all levels and ages can get down, get fit and get sexy! First for Pole Dancing in Toronto, Brass Vixens also offers the latest in fitness exercise including Twerking, Hula Hoop, Aerial Fitness, Burlesque & Chair Dancing. Private fitness parties to celebrate Birthdays & Bachelorette Parties are two of our most popular bookings. Small group personal training sessions also available.

[www.brassvixens.com](http://www.brassvixens.com)

**Media backgrounder** <http://www.brassvixens.com/media-takeaway-pdf/>

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