



Keith Irvin with Meyer Sign Co. puts the finishing touches on the BFit Gym sign Feb. 26.

KEIZERTIMES/
Craig Murphy

BFit to open this month

By CRAIG MURPHY
Of the Keizertimes

The Anytime Fitness gym in Schoolhouse Square closed at the end of January.

A new gym is set to open soon right next door.

A company spokesperson confirmed Tuesday BFit Gym is scheduled to open sometime this month at 5045 River Road North. As mentioned previously in the *Keizertimes*, that space has been vacant since Office Depot closed in 2009. A new owner, Washington-based Bloch Properties, took over Schoolhouse Square in December.

In recent weeks, work has been ongoing at the new gym, which most visibly included a large new sign going up last Friday, Feb. 26. A permit filed with Marion County in January listed tenant improvements to the building as being worth \$600,000.

While it would initially appear BFit Gyms is a part of 24 Hour Fitness, a company spokesperson said it is a separate company.

"It's a fresh, new gym concept that innovates the traditional gym and membership model," the spokesperson said.

"BFit doesn't sell memberships. Instead, it offers Fit Passes – Fit Pass Solo for an individual or Fit Pass + which gives you access along with four people. You can share your Fit Pass + with friends and family so they can enjoy it, too."

BFit is described as a "new gym concept with a flexible operating model" that encourages freedom of choice in regards to how and when to access the gym, the selection of amenities and the ability to share the pass.

"It's a solution for people who appreciate independence from routine and are seeking innovative ways to merge lifestyle with fitness," the spokesperson said. "We believe it's a refreshing take on fitness that will revolutionize the industry."

For a flat fee of \$20, a gym goer can share the Fit Pass + with four people.

"It's the next evolutionary step in fitness on demand," the spokesperson said. "We look forward to serving Keizer."

According to the BFit website, the Keizer gym is the second location for the company, joining one in Moreno Valley, Calif. Amenities for the Keizer location on the website include free weights, cardio equipment, cycle area, showers and lockers, wi-fi, on-demand fitness classes, group fitness classes and private training.

Iron Glory installed



KEIZERTIMES/Craig Murphy
Ric Smith's sculpture Iron Glory was installed in front of Copper Creek Mercantile on Feb. 29. Assisting Ric were son Jordan and Nate Brown. Check our gallery on Facebook for more photos.

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