



Equinox NYC Gets a Healthy Boost from Juice Generation
Juice Generation Unveils Exclusive Juicing and Raw Foods Program at Equinox's NYC 63rd Street Location

(October 2011 – New York) Juice Generation, the premiere juice bar in NYC and a pioneer in the juicing and wellness movement, has joined forces with Equinox, the leading NYC fitness club, to roll out an exclusive health café, juicing, raw food and cleanse program at their prestigious 63rd Street location. Juice Generation will debut a newly renovated 1,000 square foot cafe on October 21st on the ground floor of NYC's uptown flagship Equinox and will be open to the public, in addition to Equinox members. This is the first partnership of this kind for Juice Generation, who has already successfully rolled out the cafes in the Greenwich Avenue and Soho Equinox locations this year.

Juice Generation, with four current locations around Manhattan, is a destination for NYC health enthusiasts. Known for their fresh, organic menu curated by founder and juicing expert Eric Helms and highly acclaimed raw foods chef Matteo Silverman, the Juice Generation menu at Equinox will include new açai bowls, gourmet sandwiches, nutritious salads, soups, healthy bakery goods, protein shakes and exclusive Equinox menu items.

Equinox will also serve as a pick up location for Cooler Cleanse, a fresh pressed juice and raw food cleanse, co-founded by Eric Helms and celebrity juicing enthusiast Salma Hayek. The Juice Generation café will serve the full Cooler Cleanse menu, previously only available online.

"We couldn't be more enthusiastic about having Equinox as a brand partner. Our customers are extremely health conscious, lead very active lifestyles and are always looking for new ways to improve their diet and fitness routines. We are thrilled to have the opportunity to inspire Equinox members with our carefully curated menu of all-natural and organic offerings. We're going to do everything- all of it made in-house, every day," Helms says.

Juice Generation is a member of 1% For The Planet and donates 1% of their revenue to environmental charities and is a certified member of the Green Restaurant Association, as they work with local farms and orchards to source their organic produce.

"We continually aim to provide the very best in fitness and health. We admire Juice Generation and their commitment to nutritious and innovative offerings. We are excited about partnering with Juice Generation and to further our dedication to an active and healthy lifestyle," says Scott Rosen, Chief Operating Officer at Equinox.

The Juice Generation café at the 63rd Street Equinox will be open from 6:00am – 10:00pm Monday through Friday and from 8:00am – 9:00pm on Saturdays and Sundays.

About Juice Generation:

Juice Generation was founded by New Yorker Eric Helms in 1999. A long-time juicing devotee, Eric wanted to create a friendly, accessible juice bar where New Yorkers of all lifestyles, ages, and dietary backgrounds could experience the energizing effects of raw, living juices made with premium ingredients. Eric's vision was that health-conscious living should be simpler to achieve in the big city, and fresh, fast, nutritionally charged foods, prepared with integrity, should be easier and more affordable to buy. Today, this vision is coming to fruition throughout New York City, and Juice Generation is thrilled to help grow a greener, healthier city. Eric leads a team of passionate juicers in five Manhattan locations, and often shares his juicing expertise on local and national media. With so many people discovering the power and nutrition of juices, Eric is even more excited about juicing today than he was in 1999!

Juice Generation is an independently owned, local business. In addition to expanding the number of locations in New York City, Eric co-founded Cooler Cleanse with Salma Hayek in 2009, and a gift-box service, Healing Cooler, in 2011. www.juiceneration.com

About Equinox:

Equinox Fitness Clubs operates 51 upscale, full-service facilities in New York, Chicago, Los Angeles, San Francisco, Miami, Boston, Dallas and DC. The company offers an integrated selection of Equinox-branded programs, services and products, including strength and cardio training, group fitness classes, personal training, spa services and products, apparel and food/juice bars. Since its inception in 1991, Equinox has developed a lifestyle brand that represents service, value, quality, expertise, innovation, attention to detail, market leadership and results. www.equinox.com

IT'S NOT FITNESS. IT'S LIFE.