

OCTOBER 2013

GRANITE BAY VIEW



The Studio
toughens up against
breast cancer

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The Studio Thinks Pink

BY EILEEN WILSON

Of course, every gym and fitness studio strives to help members achieve optimal health.

But at The Studio Martial Arts and Fitness, Amitis Pourarian, better known as Master P, and her highly trained staff are committed to helping women (and men) achieve not only their physical goals, but their social and wellness goals, as well.

It all starts with a simple statement.

“We don’t ever use the G-word around here,” Pourarian said. The Studio, opened more than three years ago, is not a so-called gym.

“We are very boutique,” she said. “We know everyone who comes in the door. We know their issues or physical limitations.”

Master P sees her role as a martial arts expert as secondary to bringing a positive impact to the community. “Martial arts is so important to me. I knew this would be my way to give back.”

The Studio is family oriented, serving adults and youth with a variety of classes and disciplines, and they aim for inclusion.

“We have a great synergy,” Pourarian said. “People come in here in their sweats, whatever. There’s no intimidation here.”

It would be easy to be intimidated by Master P and her



PHOTOS BY ANNE STOKES • GRANITE BAY VIEW

The Studio owner Amitis Pourarian, center, and her staff of fitness instructors from left: Donna Webb, Jill Dorning, Michele Robertson, Melissa Cusano, Katie Walker, Denise Costa and Amanda Reineke.

“We know everyone who comes in the door. We know their issues or physical limitations.”

Amitis Pourarian, owner, The Studio

crew of expert martial artists — both instructors and seasoned students.

But with Pourarian’s friendly approachability, easy laugh and million-dollar smile, the sixth-degree Taekwondo black belt sets students at ease.

The Studio has more than 400 members. You might think

popular class times or favorite instructors would make for elbow-to-elbow group classes. Not so.

“If a class gets full, we just expand. Classes are never crowded because we try to keep numbers under 20 students per class,” Pourarian said. “It’s almost like personal

training, but without the high prices.”

So committed is The Studio to providing a relaxed and roomy feel, they just expanded to new digs and quadrupled their space, just a hop, skip and a jump away from their previous location in Granite Bay to Roseville.

The classes Bad-Ass Moms and Amitis’ Cardio Kick-Ass are making a stir with unique combinations of martial arts, self-defense and life coaching. Tra-

ditional classes such as yoga, Zumba and weights and cardio are offered as well, as are a variety of martial arts classes for both adults and kids (Teeny Tiny Tiger would win if there was an award for the cutest class).

Laurie Rich said she had never experienced a close-knit group of women coming together at a gym or fitness center until joining The Studio. She now also works there as the marketing coordinator.



The Studio Taekwondo instructors with owner Amitis Pourarian, center. The Roseville martial arts and fitness studio is offering free breast cancer awareness events Oct. 19.

"We are all creating this incredible bond," Rich said. "I've created life-long friends at The Studio."

The Studio regularly participates in community events, but this month is special. Octo-

ber, Breast Cancer Awareness Month, is especially close to The Studio's heart.

In addition to wearing pink gloves for cardio kickboxing and selling pink Taekwondo belts, The Studio's instructors

will offer free breast cancer awareness events Saturday, Oct. 19 (see sidebar) at their new facility.

There will also be fitness, self-defense and breast-cancer

• SEE STUDIO PAGE 7

NEW DIGS

There's nothing a woman wears more beautifully than confidence.

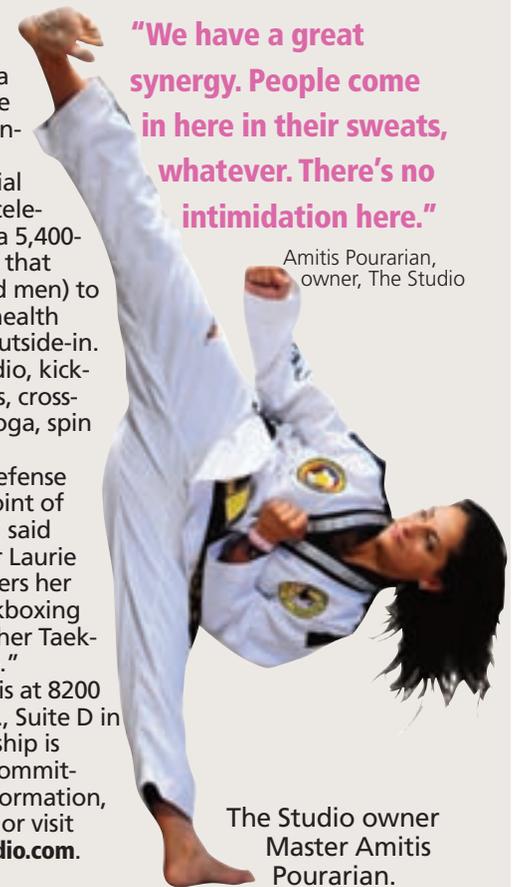
The Studio Martial Arts and Fitness is celebrating a move to a 5,400-square-foot facility that allows women (and men) to achieve optimum health and beauty from outside-in. Classes include cardio, kickboxing, martial arts, cross-training, Zumba, yoga, spin and self-defense.

"Learning self-defense from a woman's point of view is important," said Marketing Director Laurie Rich. "Master P offers her own version of kickboxing that is flavored by her Taekwondo knowledge."

The new facility is at 8200 Sierra College Blvd., Suite D in Roseville. Membership is monthly, with no commitment. For more information, call (916) 258-5425 or visit www.trainatthestudio.com.

"We have a great synergy. People come in here in their sweats, whatever. There's no intimidation here."

Amitis Pourarian, owner, The Studio



The Studio owner Master Amitis Pourarian.

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For more information call 304-3311 or online www.harvestsacramento.net



STUDIO: Classes strengthen mind, body and confidence

Master Amitis Pourarian spars with a Taekwondo instructor at The Studio's new Roseville location on Sierra College Boulevard.

continued from 5
awareness classes with Sutter Roseville Medical Center doctor Scott Braley. For each person who attends the event, The Studio will make a donation to the Placer Breast Cancer Endowment.

This all-volunteer organization is working to raise \$1.5 million to fully fund the breast cancer endowed chair at the UC Davis Comprehensive Cancer Center. The nonprofit organization needs \$500,000 more to reach its funding goal.

The endowment will host its annual Hot Pink Fun Run Oct. 6.

The Studio member Julie Walker knows the importance of breast cancer research, and the role that staying fit plays in guarding against cancers.

Walker, 56, was diagnosed with breast cancer nearly two decades ago and underwent a mastectomy. In addition, the breast cancer survivor suffered from a fall that injured her arm, shoulder and elbow.

Cancer and Walker's additional injuries left her with painful arthritis and a sedentary lifestyle — a lifestyle doctors told her she should be satisfied with, as many women her age don't recover well after undergoing multiple surgeries.

KNOW AND GO

BREAST CANCER AWARENESS AT THE STUDIO

When: All classes Saturday, Oct. 19. Zumba 9-10 a.m.; cardio kickboxing 10-11 a.m.; women's self-defense 11 a.m. to noon; breast cancer presentation on prevention, self-exams and early detection from noon to 1 p.m.

Where: The Studio, 8200 Sierra College Blvd., Suite D, Roseville

Cost: Free

Info: Call (916) 258-5425 or visit www.trainatthestudio.com.

But Walker wasn't happy to live life as a self-professed "couch potato."

"I started Taekwondo six months ago," Walker said. "I prefer the Wise Warrior Program, an hour-and-a-half Taekwondo class that makes you use your brain and body together. I have improved my flexibility, strength, memory and confidence that I can protect myself."

Walker said breast cancer has changed her life.

Today, she has learned to be her own advocate and be responsible for her health, which includes her commitment to improve her body and mind with the support of both members and instructors at The Studio.



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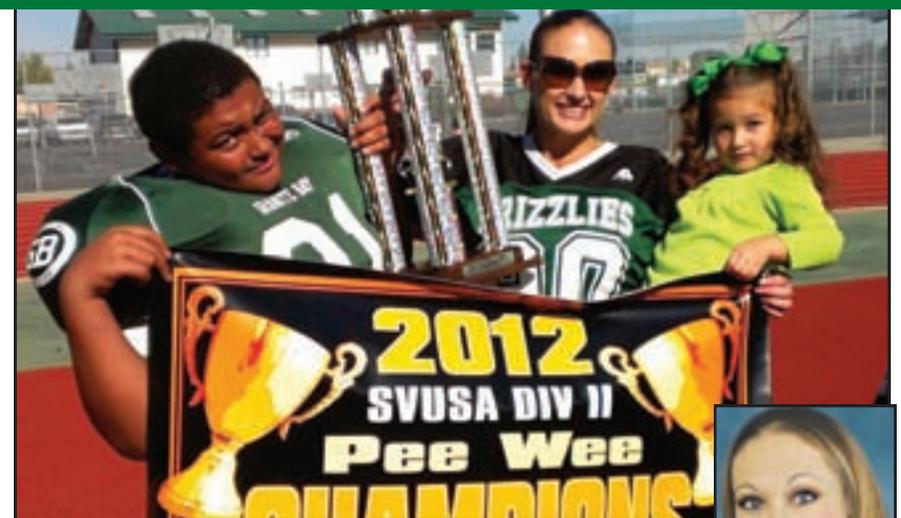
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