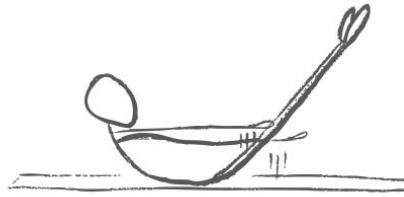


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# MOVEMENT PRINCIPLE

PILATES



## To all of our wonderful clients

We would like to say **the biggest of thanks to our client community** for helping us to adhere to recent changes to our operations, cleaning and scheduling in the past few weeks. We have seen our staff and yourselves make every effort to continue to pitch in to provide a safe and secure place to move well through the use of Pilates.

**In light of last night's announcement for all non-essential businesses, and places of social gathering to close, we have made the heart wrenching, but socially responsible decision to close both of our studios from midday today.**

Although we do fall into a bit of a grey area (not really a gym! And we know some of you consider your Pilates essential!), we believe we are probably considered non-essential in the eyes of the government and as more details are announced, that is likely to become more black and white.

At the core of our business is the role we play in keeping people healthy and to delay this decision any further feels like it would go against all government and health authority advice that we now have on hand, not to mention against the core pillars and standards that our business has held itself to over the last 10 years of trade.

Although this decision could place our business under severe financial pressure and will undoubtedly impact the livelihood of our teachers, their families and our families, **we hope that by providing other options for you to continue moving you will be able to support Movement Principle and our amazing staff and all the people that depend on us being operational to support their livelihoods.**

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**Our aim is to return to regular trade as soon as is possible** In order to do that your continued support will act as a measure to keep us in the best position to get back to full operation and bring our staff back on board as soon as possible and into their regular studio roles again.

### What this means for you:

- **All current packages for sessions at our studios will be paused.** All existing packs will be extended to the end of the year. All auto payments, auto renews and memberships will be terminated.

- **We are not in a position to be able to offer refunds** we hope that you trust us to honour these pre-paid sessions when we do reopen, whenever that may be.
- **Our online options** will be up and operational from tomorrow (Tuesday) and we encourage you to give one or both of these a go, as it will help us stay afloat for the closure.
- **If you would like to convert your pre-paid credit** to one of these online offerings, please email us.
- **Please send all communications to our email** [info@movementprinciple.com.au](mailto:info@movementprinciple.com.au) as we may not be using the phone in studio for a while.

## **MPP goes Virtual!**

### **Group classes live streamed to your lounge room.**

We have a **private Facebook Group** up and running and almost ready for you to join! We encourage any of you who have enjoyed our group classes in studio to give this a go, as we'll be running live-streamed mat classes at multiple times during the day, and posting a number of shorter videos for you to do in your own time. You can also expect some general tips, some fun stuff and some bad video-chat from us as we start to miss your faces in the studio!

**Access will be \$30/wk** and we will be sending another email as well as posting on [Facebook](#) and [Instagram](#) as soon as this is ready and live. You will purchase your **weekly subscription via MINDBODY** and **you'll be emailed a special password to confirm your entry.**

### **Video sessions for home**

Bring a teacher into your house for some personalised home practice - no excuses for not doing a session at home now.

These are available one-to-one via **Skype or FaceTime or WhatsApp**.

Whatever space you have, whatever props you have - tins of food and a dining chair can work a treat! and whatever goals you are working toward, we'll be able to guide you remotely.

**Bookings will be available via MINDBODY from tomorrow (Tuesday) morning.**

For now, please ensure you are signed up to our mailing list (as some of you may not be, depending on your 'news and promotions' settings on your MINDBODY account). We will be communicating everything directly to you by email, as well as posting on social media.

We have, just like many small businesses, been faced with what feels like an **epically challenging** time, where difficult choices have had to be made within very short time frames to adapt and pivot our operations.

**We are extremely grateful** we live in a time where technology can allow us to continue supporting and guiding our community to better health and regular movement, in one way or another, and we are looking forward to becoming very creative and clever in our remote-teaching for the time being and we hope

you will join us!!

We hope you and your families are coping ok with this extreme upheaval of life as we know it, and we hope you are all supporting each other and getting through the challenges as they present themselves, one day at a time.

Above all, we hope you are looking after your own health! Remember to keep moving, keep breathing, exercise as much as you can, move around as much as you can during the day if you are working from home. We look forward to you sharing the crazy and inventive ways you are keeping moving within the confines of your home!

## Catherine & Anita & the MP team

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