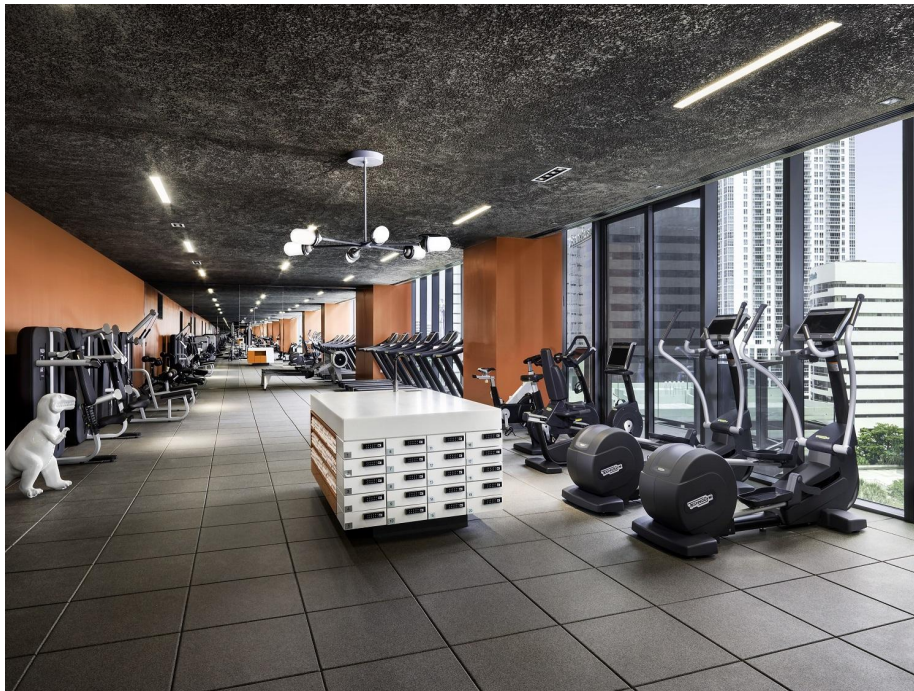


east

MIAMI

EAST, MIAMI INTRODUCES WELLNESS PROGRAMMING, INCLUDING BEAST RUN CLUB

Launching Saturday, April 6 at 8AM, Join Brickell's Lifestyle Hotel for New Monthly Run Club



Additional images available [here](#).

WHO/WHAT: [EAST, Miami](#), Brickell's lifestyle hotel located at Brickell City Centre, is proud to announce new wellness programs available for guests and locals alike, as part of EAST, Miami's commitment to helping guests and locals pursue health and wellness. Get active with curated specialty workouts at [BEAST](#) (Body by EAST) the hotel's state-of-the-art gym, join their official run club, or hop onto one of four new branded bicycles for guests to rent and explore the city.

The new fitness fueled offerings will kick-off with the official BEAST Run Club on April 6 for a guided 5k run through Brickell led by EAST, Miami's Director of Guest Experience, Richard Fernandez. Taking place on the first Saturday of every month, the run club will give participants the opportunity to start their month off on a healthy note with a different course each month. This month, the group will meet at Domain, EAST, Miami's lobby café, before heading out to explore the neighborhood. Following the run, runners can enjoy complimentary juice and snacks provided by Raw Juce.

EAST, Miami has also refreshed its curated workouts in BEAST to feature four new sets including The Knockout, Muscle Up, Even Flow and BEAST Mode. The Knockout is a full-on cardio workout, while Even Flow and Muscle Up feature more resistance training. Are you ready for BEAST Mode? Only for the most determined, go ahead and choose any two of the aforementioned workouts. Full workouts available upon request.

For guests and locals looking to explore the city at a more leisure pace, there are EAST, Miami's new branded bicycles, which are available to rent by the hour.



WHEN: EAST, Miami's new run club will kick off on Saturday, April 6, 2019 at 8AM, and will be followed by complimentary juice and snacks from Raw Juice in Domain.

WHERE: EAST, Miami is located at 788 Brickell Plaza, Miami, FL 33131

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About EAST, Miami

EAST, Miami is Swire Hotels' first venture into North America, following the openings of EAST in Hong Kong and Beijing. Created for unconventional travelers looking for a fun and relaxing place to stay, EAST, Miami offers distinctive experiences for those seeking innovation, style, and personalized service. EAST, Miami offers 352 guest rooms to include eight suites and 89 one, two and three-bedroom residence suites (fully equipped apartments with kitchen, laundry facilities and full access to the amenities and services of the hotel). Guests can expect keyless entry, paperless check-in and check-out, a native App with locally curated insights and travel tips, art exhibits, health and wellness programming and array of other happenings to make them feel totally

at EAST. The hotel boasts its signature restaurant Quinto La Huella; a poolside bar & lounge and a rooftop destination bar called Sugar; 20,000 square-feet of meeting and banquet rooms with bay and city views; a 20,000 square-foot outdoor pool deck (with four different pools) which can be used for private events; a lobby café and bar, Domain, and a 24-hour fitness center. Located at 788 Brickell Plaza, Miami, Florida 33131, the hotel is centrally located within a 15-minute drive from the Miami International Airport, and situated on top of Brickell City Centre – conveniently connected to popular districts such as Wynwood, the Design District, and South Beach. For reservations please email reservations@east-miami.com or call 305-712-7000. For more information, please visit <http://www.east-miami.com/>.