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## **Cowboys Fit Now Open at The Star in Frisco**

**What's Happening Thumbnail:**



**Author:**

Courtesy the Dallas Cowboys & Photo courtesy City of Frisco Communications

**Frisco, Texas (May 18, 2017)** – Excitement for The Star in Frisco continued to build today with the opening of Cowboys Fit, a state-of-the-art health and fitness center.

Built in partnership with Mark Mastrov, Chairman of New Evolution Ventures and founder of 24 Hour Fitness, Cowboys Fit is a three-story, 60,000-square foot facility that features the same cutting edge fitness equipment and recovery innovations used by the Dallas Cowboys players and cheerleaders, enabling its members to truly train like

a professional athlete.

“We’ve created a state-of-the-art fitness center to engage Cowboys fans in ways we have never done before,” said Jerry Jones Jr., executive vice president and chief sales and marketing officer for the Dallas Cowboys. “At Cowboys Fit, we go above and beyond the everyday gym-experience so you don’t have to be a world-class athlete to have access to a world-class facility.”

Amenities at Cowboys Fit include boutique style classes in three separate studios, a rooftop deck and pool overlooking the Cowboys practice fields, an extensive health and nutrition bar, a dedicated recovery lounge offering cryotherapy, NormaTec, hydro massage, and treatments delivered by the industry’s leading experts, a 40-yard indoor fitness turf, and an exercise floor like no other and much more.

“The Dallas Cowboys brand is unmatched and we wanted Cowboys Fit to reflect that,” said Mark Mastrov, chairman of New Evolution Ventures and Cowboys Fit development partner. “From the immaculate design elements to the first-class training staff, Cowboys Fit is truly in a category of its own.”

Currently, Cowboys Fit memberships are \$88 per month for individuals, \$138/month for couples, and \$188/month for families and can be purchased online at [CowboysFit.com](https://www.CowboysFit.com), in person at the enrollment center at The Star or by calling 972-437-5000.

**Please see photos from today’s press conference and ribbon-cutting, as well as photos of the facility, [here](#) .**

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