Anne M. Mahlum is an entrepreneur who knows how to create and build with purpose…and she knows how to do it quickly. She is the owner and CEO of [solidcore], which she founded in DC in 2013.

Anne has grown her company to 41 locations in 15 states with more than 125,000 clients, including Mrs. Michelle Obama.

The company has 350 coaches with 90 full-time and 60 part-time employees. [solidcore] recently took a multi-million dollar investment to both infill existing markets and expand into new territories. [solidcore] is planning to open 25 corporately owned studios per year in the foreseeable future.

She has received notable media attention for her business acumen, including features in The Washington Post and The Washington Business Journal.

Anne regularly speaks at corporate events, academic institutions and conferences on numerous topics including leadership, being bold, finding your happiness, the business behind starting a nonprofit, fundraising and social change.
[solidcore] is unlike any workout you’ve ever done before.

It’s a high-intensity, low-impact 50 minute session that is done as slow as possible to lengthen and tone your body.

Don’t let the slow fool you… it’s hard. You can expect a full–body session using controlled movements on a resistance-based machine to work your slow and fast-twitch muscles to the point of failure.

“[solidcore] is not just a workout. We are on a serious mission to help you create the strongest version of yourself inside and out.” - Anne Mahlum Founder, Owner and CEO
### Studio Locations

#### Existing
- **Chicago**
  - Boystown
  - River North
- **Connecticut**
  - Westport
- **Florida**
  - Boca Raton
  - Miami
- **Georgia**
  - Decatur
  - Midtown
- **Indiana**
  - Carmel
- **Michigan**
  - Ann Arbor
- **Minnesota**
  - St. Louis Park
  - Wayzata
- **New York**
  - Chelsea
  - Roslyn
- **North Dakota**
  - Bismarck
  - Fargo
  - Grand Forks
  - Mandan
  - Minot
- **Pennsylvania**
  - Bryn Mawr
  - Center City
  - Rittenhouse
  - Pittsburgh
- **Texas**
  - Dallas
  - Downtown Austin
  - The Triangle
- **Virginia**
  - Ashburn
  - Ballston
  - Mosaic
  - Old Town
  - Tysons Corner
- **Washington D.C.**
  - Adams Morgan
  - Cathedral Commons
  - Mt. Vernon Triangle
  - Navy Yard
  - Shaw
  - West End
- **Wisconsin**
  - Madison

#### Coming Soon
- **Indiana**
  - Fishers
  - Broad Ripple
- **Maryland**
  - Harbor Point Baltimore
- **New York**
  - Tribeca
  - NoMad
  - Williamsburg
- **Texas**
  - Austin
  - Preston Hollow
- **Virginia**
  - Reston
  - Richmond
  - Courthouse
- **Washington D.C.**
  - H-Street
  - 14th Street
Culture is not created by words, it is created by actions.

It is our commitment to you that every time you come to the studio, you will feel [welcomed], [supported], [motivated], and [challenged].

We aim to be a community that helps you [love] your body and mind while you create the [strongest] version of yourself.
site requirements

BASIC REQUIREMENTS
• Size: 1,800 - 3,000 square feet with a bare minimum of 20’ of width and 11’ ceiling heights slab to slab
• Ground level preferred, but will consider lower or upper level as well
• 20+ parking spaces

TRADE AREA
Strong affluent millennial residential population with a complementary mix of traffic and revenue builders, with strong female co-tenancy and other boutique fitness concepts.

VISIBILITY AND SIGNAGE
Prominent façade and storefront with good visibility from road
Maximum signage: building, monument, pylon, directional, blade

CO-TENANCY PREFERRED
• National retailers
• Strong regional supermarkets: Trader Joe’s, Whole Foods, Fresh Market, Publix
• National Fitness: CorePower Yoga, Orangetheory Fitness, Life Time Fitness, SoulCycle, Pure Barre, CycleBar and The Bar Method
• Other Retailers: Drybar, Anthropologie, REI, Loft, Lululemon, Talbots, Ulta
in the news

Michelle Obama Spotted Doing 'Gnarliest' DC Workout

BY ADELE CHAPIN - JUL 30, 2014, 10:52A

Michelle Obama's toned arms via Getty, SolidCore via Facebook

Michelle Obama doesn't limit herself to the White House gym. Tipsters keep spotting the First Lady with Secret Service in tow at SolidCore, a boutique MegaFormer studio in D.C.

Solidcore brings on new investor, plots growth in D.C. area and beyond

Jan 15, 2016, 2:51pm EST  Updated Jan 18, 2016, 3:49pm EST

INDUSTRIES & TAGS  Food & Lifestyle

We tried the hardest workout classes in D.C. so you don't have to

These workout classes claim to be the most challenging in the D.C. area, so Washington Post Express reporter Zainab Musadilal put them to the test. (Ashleigh Joplin/The Washington Post)

The [SolidCore] Experience

DCSOCIALMAGAZINE

By Katie Walsh