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Equinox, Citibabes keep the kids busy

Luxury gym signs deal to host classes for kids from Citibabes

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A new deal between Equinox Holdings Inc. and Citibabes will make it easier for parents to get in their workouts. Equinox signed an exclusive pact with Citibabes that will bring the latter's menu of kids' classes to the luxury gym.

The licensing agreement helps Equinox upgrade services at its 33 outlets with kids' clubs, offering art, singing and yoga-like classes for children aged three months to nine years. Parents will pay \$30 an hour, which includes a half-hour of free child care. Until now, Equinox had offered baby-sitting, but no formal programming.

The SoHo-based Citibabes—whose clients include models **Heidi Klum** and **Christy Turlington** and celebrity chef **Bethenny Frankel**—will outfit the clubs with new toys that focus on creativity. Citibabes Chief Executive **Tracey Frost** says that the deal has the potential to be a “multimillion-dollar revenue opportunity for both sides.”

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