



**THE FARMETTE AT 4424**

**MEDIA KIT**

## PHOTOS



IMAGE 1 chickens in their coop at the Farmette At 4424. (photo credit: Sean Napfel)





*IMAGE 2 one of the many gardens at the Farmette At 4424. (photo credit: Sean Napfel)*





*IMAGE 3 open pasture with view of one of the barns at the Farmette At 4424. (photo credit: Sean Napfel)*





*IMAGE 4 lead trainer and owner of the Farmette Todd Bauer training one of his virtual clients at the Farmette At 4424.*





*IMAGE 5 Growth of a fresh cucumber in one of the gardens at the Farmette At 4424. (photo credit: Sean Napfel)*





*IMAGE 6 Life in the form of a tomato at the Farmette At 4424. (photo credit: Sean Napfel)*



## **QUICK FACTS**

1. The Farmette At 4424 has been in business since 2015.
2. The Farmette At 4424 provides its clients with a private, immersive health experience, both mental and physical. We've built our 3-acre farmette to showcase what true health looks and feels like.
3. The Farmette At 4424's "style" of coaching is not only customized but is designed to give you maximum benefit in the shortest period of time.
4. Whether you're looking to rehabilitate, build muscle, shred unwanted weight, or just stay on top of your health day to day, we've got you covered.
5. The Farmette At 4424 is located in Glen Arm, Maryland
6. The Farmette At 4424 offers an array of services from personal training, group sessions, nutrition counseling, and more.
7. The Farmette At 4424's staff consists of 6 members
8. Each trainer at The Farmette At 4424 is nationally certified and holds at least one other health coaching certification, ensuring you get both a physical and mental sweat.
9. All services provided by the Farmette At 4424 range from \$15-49.95.
10. The Farmette At 4424 will begin to offer massage therapy on June 15, 2019.





**FARMETTE AT 4424**  
**4424 LANGTRY DRIVE**  
**GLEN ARM, MD 21057**  
[www.thefarmetteat4424.com](http://www.thefarmetteat4424.com)

### **News Release**

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### **Farmette At 4424 Announces New Trainer, Massage Therapy**

**Glen Arm, MD, June 2, 2019 – The Farmette At 4424** is proud to announce the addition of a new personal trainer to our team, Sofia Barone! Sofia's personal journey towards optimal health fuels her ambitions in supporting women from all walks of life to do the same. Her 10+ women's only boot camp classes are the definition of supported, sweat therapy. Reserve your spot in one of Sofia's boot camp classes, or, work with her privately by e-mailing Sofia at [fitwithfi@gmail.com](mailto:fitwithfi@gmail.com).

Also, the Farmette At 4424 is excited to announce the addition of massage therapy in our new treatment room, as well as a full bathroom available for clients!

**Renovations for the year will be completed on or before June 15, 2019.**

Farmette At 4424 owner and lead trainer Todd Bauer, said of the Farmette: "For me, it's a visual and feeling of what real health is. As we get further and further from our food source (meal delivery kits, fast food, etc.) kids, and even most adults don't know how to grow or understand what it looks like anymore. The Farmette At 4424 is here to change that".

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### **About the FARMETTE AT 4424**

Todd and his wife Liz purchased the farmette with their dream in mind; to show clients what true health looks like day to day- from growing their own organic produce and cooking healthy and delicious food, to having a private atmosphere to train clients while immersed in nature. After years spent working in a commercial gym setting, Todd decided he wanted to fuse his passion for the outdoors, with his work indoors, creating a space that not only was a representation of both Todd & Liz's lifestyle, but one clients could escape to and enjoy as well. Our 3-acre property features a 250 sq. foot private training facility, with commercial fitness equipment. Our gardens contain 100% organic produce. For more information, please visit [www.thefarmetteat4424.com](http://www.thefarmetteat4424.com) We encourage you to connect with us on [Facebook](#) and [Instagram](#).



## **SHOT SHEET**

LINK TO VIDEO: <https://vimeo.com/339627410>

B-ROLL:

	TIME IN	TIME OUT	DESCRIPTION
1	00:00:10:04	00:00:13:26	A walk up and hold shot of THE FARMETTE AT 4424 sign.
2	00:00:14:00	00:00:17:26	View from outside of the gym walking into the gym.
3	00:00:17:29	00:00:22:06	More views from inside of the gym. Panoramic style.
4	00:00:22:10	00:00:26:10	Footage from a group training session.
5	00:00:26:10	00:00:29:22	Additional footage of Todd Bauer's group training session.
6	00:00:29:25	00:00:34:20	Panoramic view of various gym equipment.
7	00:00:34:22	00:00:38:25	Footage of female clients working out.
8	00:00:38:28	00:00:41:26	Panoramic footage of one of Sofia's female Boot Camps.
9	00:00:42:05	00:00:45:02	Additional footage of one of Sofia's female Boot Camps.
10	00:00:45:10	00:00:50:02	Panoramic footage of one of Sofia's female Boot Camps.
11	00:00:50:11	00:00:54:06	View of an empty gym in between sessions.
12	00:00:54:08	00:00:57:04	More footage of an empty gym.
13	00:00:57:10	00:01:01:28	More footage of an empty gym.
14	00:01:02:03	00:01:05:00	Panoramic footage of THE FARMETTE AT 4424's open pasture.
15	00:01:05:05	00:01:07:29	Additional panoramic footage of THE FARMETTE AT 4424's open pasture.
16	00:01:08:05	00:01:11:03	More panoramic footage of THE FARMETTE AT 4424's open pasture.
17	00:01:11:03	00:01:14:00	Footage showing the barns and gardens.
18	00:01:14:03	00:01:18:00	Exercise demonstration.
19	00:01:18:04	00:01:21:02	Exercise demonstration.
20	00:01:21:05	00:01:24:01	Exercise demonstration.



## **INTERVIEW INFORMATION**

### **INTERVIEW #1**

NAME: TODD BAUER

TITLE: LEAD TRAINER/OWNER OF THE FARMETTE AT 4424

### **SOUND BITE #1**

#### **TRT**

#### **TRANSCRIPTION**

00:0:30:22	"So, we purchased the farmette about 4 years ago. Um, 2014, right at the end of the year. Uh, it was kind of our goal to showcase what health really looks like as we get further and further, uh, away from our food source. We kind of wanted to give and create a place or destination for clients to kinda come, get a workout, see some gardens, see some livestock, where their food comes from and uh really showcase what all that looks like."
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### **SOUND BITE #2**

#### **TRT**

#### **TRANSCRIPTION**

00:0:38:53	"So, we have 6 people working for us now uh and we also have a virtual side where we're kinda limitless but uh, I believe there's 9 people on that. So, we provide anything across the or under the sun uh from fitness, nutrition coaching, um meditation, you name it, we kinda do it. So anything fitness or nutrition related, that's our umbrella. We're based out of Baltimore, Maryland. Just about 10 miles north of Towson. We service pretty much all of Maryland um, sometimes that means, you know, I do overnight trips. Um, so basically um, work, with people all over."
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## INTERVIEW #2

NAME: SOFIA BARONE

TITLE: PERSONAL TRAINER/HEALTH COACH AT THE FARMETTE AT 4424

### SOUND BITE #1

TRT	TRANSCRIPTION
00:0:27:23	"My name is Sofia Barone and I have worked here for a little bit less than 3 months now. Um, I think literally everything makes the farmette different but I love the space and the ability to kind of do whatever works for us. Whether that be outside or um, a different training style, it really fits you uniquely."

### SOUND BITE #2

TRT	TRANSCRIPTION
00:0:24:38	"[laughs] The farmette to me is definitely embodying spiritual, mental, and physical health all in one. It really gives you a safe space and I like to say, a safe haven of um, just freedom to really come as you are and to work on whatever you need to work on and to just have a group of people who can meet you where you're at."