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**Rachel Hollis to Keynote BOLD 2019, the MINDBODY Conference**

New York Times bestselling author and motivational speaker headlines annual conference for wellness industry professionals

**San Luis Obispo, Calif. – March 4, 2019** – [MINDBODY, Inc.](#), the leading technology platform for the fitness, beauty and wellness services industries, today announced that Rachel Hollis will serve as the opening keynote speaker at the company’s annual conference, **BOLD**. The premier conference for businesses and professionals within the wellness services industry will be held August 13-15 in Anaheim, California.

As a bestselling author and successful lifestyle influencer, Hollis is among the most sought-after motivational speakers in the country. Her high-energy and personal style delivers enlightened messaging on how everyone can cultivate a mindset for success.

“We are thrilled to have Rachel Hollis and her positive energy light up the stage at BOLD 2019,” said Rick Stollmeyer, MINDBODY CEO and co-founder. “Her insights on how to use perception to your advantage will empower our customers to better serve their clients.”

Hollis’ most recent work, *Girl, Wash Your Face*, spent considerable time on the New York Times bestseller list and was the second most popular book on Amazon.com last year. Her follow up, *Girl, Stop Apologizing*, comes out on Tuesday, March 5.

The BOLD conference offers educational sessions on a range of topics including marketing, social media and customer retention, as well as a variety of networking opportunities and unique wellness experiences. Registration for BOLD 2019 is now open, with early pricing available through Friday, March 8, 2019. Learn more at [www.mindbodybold.com](http://www.mindbodybold.com).

**About MINDBODY**

MINDBODY, Inc. is the leading technology platform for the fitness, beauty and wellness services industries. Local entrepreneurs worldwide use MINDBODY’s integrated software and payments platform to run, market and grow their businesses. Consumers use MINDBODY to more easily find, engage and transact with fitness, wellness and beauty providers in their local communities. For more information on how MINDBODY is helping people lead healthier, happier lives by connecting the world to fitness, beauty and wellness, visit [mindbodyonline.com](http://mindbodyonline.com).

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