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## PRESS RELEASE

### **Gold's Gym Apparel brings Venice Beach vibes to FIBO RSG Group with cult brand stand at the Cologne sports fair for the first time**

Berlin, 22.03.2024 – For the first time in the company's 25-year history, the RSG Group will be represented at FIBO this year with its own Gold's Gym Apparel brand stand. On almost 130 square meters, the "Iconic Brand" presents highlights from its various collections and offers a varied supporting program.

The Gold's Gym Apparel stand with its wood-panelled walls, cool designs and metre-high palm trees brings a real Venice Beach feeling to Cologne and brings the cult brand to life for visitors on site. It-pieces such as stringers, T-shirts, tank tops, pants, hoodies and accessories can be purchased directly at the stand at attractive trade fair prices.



Many celebrities will provide varied entertainment on the Gold's Gym stage at the weekend: German RTL star Mike Heiter and Austrian natural bodybuilder Paul Unterleitner will be available for a meet & greet and will reveal their personal fitness tips in live interviews. Those who prefer to test their own strength can compete against TikTok young stars Anabel and Maria in various challenges. Coach Iron Mike and bodybuilder Jan Saffe, together with Gold's Gym Apparel, will choose the "Gold's Body" of FIBO and present themselves personally to the crowd during the live podcast.



## **APPAREL**

Another highlight at the trade fair stand is the 150kg "Golden Dumbbell", which is already an integral part of the studio interior as an "icon piece" in Gold's Gym and with which various challenges are planned for the participants. In addition, visitors can look forward to exciting competitions, informative interviews, DJs, competitions, live castings of the McFIT MODELS and much more on all four days of the fair.

The Gold's Gym Apparel stand can be found in Hall 10.2D31.

### **About the RSG Group:**

With more than 4.5 million members in its studios, the RSG Group is one of the world's leading companies in the fitness sector. Founded in 1997 by Rainer Schaller and still family-owned, the RSG Group has developed into an internationally active company. Including its franchisees, it employs 10,000 people at over 900 locations and is represented in more than 30 countries. The extensive and future-oriented portfolio comprises 12 innovative brands, including Gold's Gym, McFIT and the JOHN REED Family.