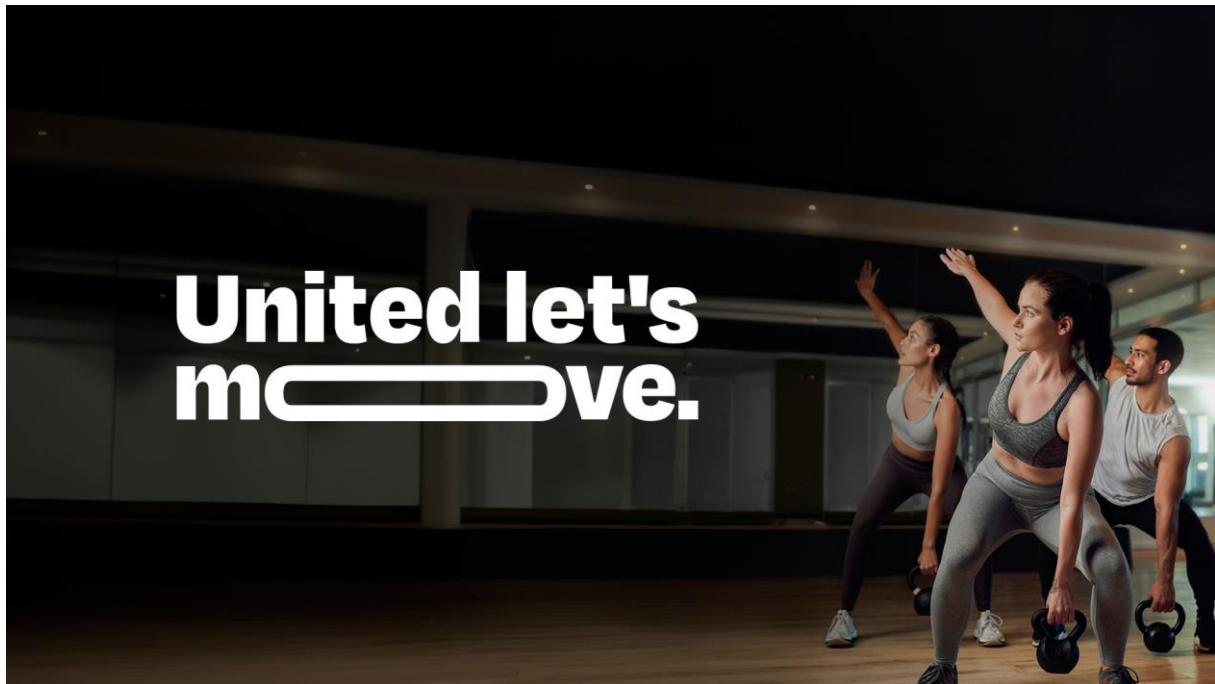




“United let’s move!”: one week of free training in over 850 fitness studios



Berlin, 17. September 2024. Under the motto “We move Germany”, the “United Let's Move!” initiative will be launched in over 850 gyms across Germany from September 23 to 30, 2024. For one week, anyone interested will have the opportunity to train for free in the participating gyms and discover the joy of exercise and fitness training.

“United Let's Move!” is part of the European Week of Sport - a European Commission campaign that inspires millions of people across Europe to lead an active lifestyle every year. Every year, 40 countries take part in the initiative, which has the motto #BeActive.

Kick-off event in Berlin

This year's launch of “United Let's Move!” will be celebrated with a major event on September 23, 2024 at JOHN REED in Berlin-Friedrichshain. Renowned guests from politics, the media and the fitness industry are expected to attend the event to celebrate the launch of the initiative together with the participating companies. Workouts by boxer Zeina Nassar and Prof. Dr. Stephan Geisler as well as discussions with experts will round off the program. Janosch Marx, member of the supervisory board of DSSV e.V. (Employers' Association of German Fitness and Health Facilities) will give the welcome address.





„United let’s move!“ at RSG Group

The RSG Group, founded in 1997, is taking part in the campaign for the first time this year with its brands McFIT, JOHN REED and Gold's Gym. During the week, non-members can train for free every day between 10 a.m. and 8 p.m. in over 200 of the company's own studios. “We are delighted to be the patron of “United let's move!” this year,” explains RSG Group Co-CEO Dr. Jobst Müller-Trimbusch. “For the first time in the history of the initiative, such an impressive number of fitness companies are coming together across Germany to jointly address new target groups and promote the topics of fitness and health.”

Fitness for body and mind

Sport is not only important for physical fitness, but also plays a crucial role in mental well-being. Regular exercise improves cardiovascular health, strengthens muscles and bones and increases resistance to disease. For example, physical activity reduces the development of 13 types of cancer by up to 42%. Sport has also been proven to reduce stress, improve mood and promote mental health.

Janosch Marx from the DSSV emphasizes the importance of the campaign: “United Let's Move! has set itself the task of raising awareness and enthusiasm for an active lifestyle and fitness. Physical activity is a key factor for the well-being of society as a whole. It is therefore essential that this topic receives more attention from both the public and politicians.”

Participate throughout Germany

The following fitness studio chains are participating this year:

all inclusive Fitness | Beat81 | by linzenich | Clever Fit | FAMILIY FITNESS CLUB | Fitness First | FitX | Gold’s Gym | Holmes Place | JOHN REED | Jumpers Fitness | LADYlike | McFIT | PRIME TIME fitness | SPORTSCLUB4 | TOPFIT | wellyou Fitness | XTRAFIT

and numerous individual studios.

An overview of all studios and the participating professional associations can be found here:

www.unitedletsmove.de

