



JOHN REED becomes official fitness partner of the women of FC Viktoria Berlin



Berlin 12/09/2024 – JOHN REED becomes the official fitness partner of the FC Viktoria Berlin women's regional league team.

The new partnership raises the individual training opportunities and thus the fitness of the entire team to a new level. From now on, the players will have access to the brand's unique gyms in order to be optimally prepared for the physical challenges and promotion goals of the current season off the pitch.

The women of FC Viktoria Berlin, who have attracted national attention as one of the best teams in the third-highest league, are now using the comprehensive equipment and motivating training atmosphere of the JOHN REED fitness studios on their way to the Bundesliga. JOHN REED stands for motivating music, street art and high-quality interior design in addition to an impressive range of strength and cardio equipment, a variety of courses and functional training areas.

“The training facilities at JOHN REED are outstanding: state-of-the-art equipment in impressive rooms where sport, design and music harmonize perfectly,” says Felicia Mutterer, one of the six co-founders of FC Viktoria

JOHN REED Fitness - Presseabteilung
Saarbrücker Str. 38
10405 Berlin
Mail: presse@johnreed.fitness
Tel.: +49 30 2100 35 452

Berlin. "With this offer, there are even more good reasons for our players to work on their individual fitness outside of team training."

"We are delighted to accompany FC Viktoria Berlin on their way to the Bundesliga and to support the players with our offer," adds Sarah Hernandez, Head of Partnerships and Retention Strategy RSG Group, the parent company of JOHN REED. "We are convinced that this is a wonderful brand fit with many synergies."



The cooperation is an important step for both partners in promoting the individual development of female athletes and emphasizing the importance of supplementary strength and fitness training in competitive sport.

About JOHN REED

The JOHN REED Fitness Music Clubs have created a new dimension in fitness studios: they combine training with art, design and music - giving the gyms a unique selling point in the industry. This lifestyle-oriented approach appeals to an urban target group who expect more from their workout. There are already 49 JOHN REED Fitness Music Clubs, including a Women's Club in Berlin and locations worldwide, including in Budapest, Prague, Venice, Salzburg, Linz, Zurich, Istanbul, Los Angeles, Dallas, London, Paris, Lyon and Vienna.

For more informationen: www.johnreed.fitness.com

About the FC Viktoria Berlin women's team:

FC Viktoria Berlin is a Berlin women's regional league team and is part of the FC Viktoria 1889 Berlin soccer club. In July 2022, the 1st women's team was spun off as a GmbH. The team was initiated, founded and managed by six female founders led by former German international and two-time world champion Ariane Hingst. They include the entrepreneur and investor Verena Pausder, the manager and multiple supervisory board member Tanja Wielgoß, the former TV presenter and (sports) journalist Felicia Mutterer, the co-founder and managing director of BRLO Craft Beer Katharina Kurz and the brand and marketing expert Lisa Währer. The founders see the project as a company with a start-up character that they want to develop independently and entrepreneurially. The founders are relying on their large network, their accumulated expertise and broad support from politics, business and civil society. Well-known investors such as Franziska van Almsick, Carolin Kebekus, Jutta Allmendinger, Katja Kraus, Lea-Sophie Cramer and over 180 other people support the project. Their goal: to bring a Berlin soccer team into the women's Bundesliga and at the same time establish a successful brand that serves as a role model throughout Germany and internationally and offers society the opportunity to identify with the team on and off the pitch. In this way, they want to use the project to set in motion a sustainable and socially influential female movement that will change sport in Germany and beyond in the long term, make fair salaries for female athletes the norm and lead to greater visibility, recognition and equal opportunities for women in sport.

For more informationen: www.fcviktoria.com

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