



24 Hour Fitness Pioneers New Approach To Holistic Fitness

Following the lessons of the pandemic, 24 Hour Fitness rolls out 'Strength In 24' initiative as it looks to build a more complete approach to fitness, emphasizing mental health and fitness.

CARLSBAD, CA (October 11, 2022) – 24 Hour Fitness, the long-time fitness leader for more than two million members, today announces an updated brand identity that signals their move to a new approach to fitness, one that is rooted in a commitment to holistic fitness. The company's 'Strength In 24' initiative was created by San Francisco Bay Area creative consultancy, InGoodTaste.

As the nation emerges from the pandemic, gym attendance is surging forward, but one of the lessons of the last two years is the critical importance of a balanced approach to fitness, one where mental health is exercised as much as physical health. [Recent research](#) from Mintel indicates that not only are people craving a return to the social aspects of gym-based workouts, but that nearly 80% of them cite mental/emotional well-being as their main reason for exercising.

“The past few years have really tested the strength of our members in ways that we would never have imagined,” says Karl Sanft, President & CEO, 24 Hour Fitness. “Inspired by the resilience of our members, we developed our Strength in 24 initiative to celebrate our member community. I love the idea that we are all moving together into the future with a new definition of fitness, one that includes mental as well as physical elements.”

With an ambition to redefine what it means to be fit, strong, and healthy, 24 Hour Fitness continues to advance innovation with new partnerships, programs, and services designed to add a new dimension to the in-club experience. Complimentary three-month subscriptions to Headspace, the world's most accessible and comprehensive digital mental health platform; MODUS mind/body small group training program; HIIT+mindfulness program P.A.S.E. Factor; industry partnerships such as those with nutrition, supplement, and wellness provider Nutrishop; and recovery program creator iCryo all represent the new investment in mind and body wellness option for 24 Hour Fitness members across the country.

“It is our honor to work with 24 Hour Fitness as they explore the post-pandemic wellness needs of their members and decide to make a big investment in their community,” said Ryan Lindholm, InGoodTaste’s co-founder and CEO. “To have a chance to help redefine this iconic fitness brand is the kind of project we dreamt about when we started InGoodTaste and I’m incredibly proud of the work that we’ve done in partnership with our friends at 24.”

Recently, 24 Hour Fitness launched a refresh of its existing clubs that will update the look and feel of the clubs and make room for new services that will signify 24 Hour Fitness’ commitment to their members’ holistic fitness journey.

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About 24 Hour Fitness

Celebrating nearly 40 years as an industry leader, 24 Hour Fitness helps change lives every day through a commitment to a holistic fitness journey. Operating a network of nearly 300 locations in 11 states, the company offers clean and spacious clubs furnished with a variety of strength, cardio, and functional training equipment, all in a safe, comfortable environment that’s focused on community and inclusivity. Membership options offer club amenities including functional training equipment, GX24 group exercise studio and cycle classes where members can reserve a spot for their favorite instructor-led live class within a club community that supports and inspires every member to lead a healthier, happier life. Friendly and knowledgeable fitness professionals also stand ready to deliver dynamic personal and group training programs. The company’s 24GO® app provides touch-free club check-in as well as a variety of on-demand workouts to support fitness at home, in the club or on the go. This diverse combination of fitness options is designed to engage and motivate the more than two million 24 Hour Fitness members to explore and enjoy a lifelong relationship with mind and body health and wellness.

For further information and to find a club near you, visit www.24hourfitness.com.

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