



24 Hour Fitness Teams Up with VOICEINSPORT to Empower Young Women in Sport Through Mentorship and Education

New Partnership Aims to Combat Sport Dropout Rates Through Mentorship Programs in Southern California Schools

LOS ANGELES, CA (March 8, 2023) – In honor of International Women’s Day, 24 Hour Fitness, the leader in holistic fitness, is partnering with global sports company VOICEINSPORT (VIS) to support young women in sport. The two organizations are teaming up to unlock access to mentorship and educational content to support young women athletes, who are particularly vulnerable to sport dropout rates.

Research on sport dropout rates among young women athletes indicates that they are twice as likely to abandon sports by the age of 14 compared to their male peers. Mentorship programs have emerged as an effective solution to combat this issue, providing young women with the guidance, connection, and increased confidence they need to succeed. With a shared commitment to improving this statistic, 24 Hour Fitness and VOICEINSPORT have teamed up in celebration of International Women's Day by offering young women across Southern California access to mentorship from accomplished athlete role models and top experts.

The partnership between VOICEINSPORT and 24 Hour Fitness will bring VOICEINSPORT services to young women athletes in the Southern California area. To mark the beginning of the partnership, 24 Hour Fitness has made a donation that will provide more than 2,000 VOICEINSPORT memberships to young women athletes in several local high schools across Southern California. Additionally, VOICEINSPORT and 24 Hour Fitness will organize and host a series of conversation-based events with selected schools throughout the month of April for young women athletes with VIS collegiate and professional athletes and experts.

“The VOICEINSPORT platform has truly changed my life. I have built such a strong relationship with my VIS Mentor and am endlessly thankful for her support and guidance in helping me navigate and remain positive through the most difficult points of my athletic career.” – Jessica Pidgeon, VOICEINSPORT Athlete

“We are beyond excited that the 24 Hour Fitness team is unlocking access to educational content and mentorship services to keep young women in the LA area in sport. The leadership team at 24 Hour Fitness understands the power of sport and its connection to bringing more diverse leaders into the sports & fitness industry.” – Stef Strack, Founder and CEO, VOICEINSPORT

"At 24 Hour Fitness, we know that a one-size-fits-all approach doesn't always work when it comes to supporting women as they pursue greater health and wellness. Our partnership with VOICEINSPORT is right in line with wanting stronger physical and mental well-being through holistic fitness for our community.

Together, we're working to create a world where young women have access to the mentorship and support they need to achieve their goals." – Jill Rankin, Senior Vice President of Marketing, 24 Hour Fitness

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About VOICEINSPORT

VOICEINSPORT, the global sports company, provides a community-based platform for digital services in mental health, nutrition, sport science and mentoring from pro athletes to keep girls and women in sport. The VOICEINSPORT membership comes with free access to original articles written by women athletes, weekly podcasts, advocacy tools to drive change and a community forum. Paid services include a mentoring platform designed to increase the visibility to pro & collegiate athlete role models and access to both clinical & non-clinical sessions with the top 80 experts in sport psychology, sport nutrition and women's health. Founded in 2019, VOICEINSPORT is based in NYC and is self-funded by sports industry Executive and Advocate Stef Strack. Visit www.voiceinsport.com for the latest company news and follow @voiceinsport on Instagram, TikTok, Facebook, Twitter and LinkedIn.

About 24 Hour Fitness

For more than 35 years, 24 Hour Fitness has been dedicated to creating a healthier, happier world through fitness. With nearly 300 clubs in 11 states nationwide, 24 Hour Fitness offers welcoming and inclusive environments with thousands of square feet of premium strength and cardio equipment, turf zones, free weights, functional training areas, and more. Customers can choose from a variety of options such as studio and cycle classes, personal training, and innovative digital and virtual offerings to help them keep their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.