



MEDIA ADVISORY

October 18, 2021

PLANET FITNESS GRAND OPENING EVENT IN NATIONAL CITY

New Club will be the 13th Planet Fitness location in San Diego County.

National City, CA —Planet Fitness, one of the largest and fastest-growing franchisors and operators of fitness centers in the United States, will open a new club in National City, California, with a ribbon-cutting ceremony and official grand opening celebration on **Monday November 15 at 10 AM. The new club is located at 34 N Euclid Ave, National City, CA 91950.**

The club's grand opening and ribbon-cutting ceremony is open to the public. Local dignitaries and other business leaders will attend the celebration.

"We are very excited to open our second club in National City and bring additional health and wellness resources to South Bay," stated Billy Olson, One World Planet Fitness CEO. "Our goal in opening this location is to provide the community with a high-quality and high-value fitness club where residents can prioritize their health and wellbeing. At the end of the day, we want to make a difference in people's lives and the community."

Planet Fitness strives to provide a high-quality fitness experience in a welcoming, non-intimidating environment known as the Judgement Free Zone®. Whether you're a first-time gym user or a fitness veteran, Planet Fitness strives to create a workout environment where everyone feels accepted and respected.

The new 17,000 square foot club in National City will feature state-of-the-art cardio machines and strength equipment, 30-Minute Express Circuit, Black Card Spa, equipped locker rooms with day lockers and showers, and more. The club hours are Mon-Thurs. 5am-10pm, Friday 5am-9pm, Saturday & Sunday 7am-7pm.

In addition to prize giveaways at the ribbon-cutting, the club is also offering discounted memberships for those who sign up the month leading up to the November 15th grand opening.

WHAT: Planet Fitness to celebrate the grand opening of their newest fitness club with a ribbon-cutting and prize giveaways.

WHEN: 10:00 AM PST on November 15, 2021

WHERE: 34 N Euclid Ave, National City, CA 91950

WHO: Billy Olson, One World Planet Fitness CEO, who owns nine Planet Fitness franchise locations throughout San Diego County, will be available for interviews.

- Press and media tour will be available for the 17,000 square foot fitness club.
- One-on-One interviews by request.

****MEDIA RSVP:** Please email Katherine Field at katherinef@strategies360.com if you plan to attend the opening**

About Planet Fitness

Founded in 1992 in Dover, New Hampshire, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by the number of members and locations. As of June 30, 2021, Planet Fitness had more than 14.8 million members and 2,170 stores in 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which they call the Judgement Free Zone®. More than 95% of Planet Fitness stores are owned and operated by independent business men and women.