

FOR IMMEDIATE RELEASE

IHRSA Launches Teen Fitness Connection: Health Clubs Across the U.S. Lead Charge to Get Teens Active, Fit over the Summer

BOSTON- June 18, 2008- The International Health, Racquet and Sportsclub Association (IHRSA) recently launched the Teen Fitness Connection- a new nationwide initiative designed to introduce exercise to teens by offering free summer matinee memberships. Designed as a community outreach initiative, the Teen Fitness Connection program invites club owners and executives to fight teen obesity and physical inactivity on a local level. More than 85 member health clubs and 3,395 teens from across the country are currently enrolled and leading the charge in keeping the U.S. teen population active and healthy this summer.

“As an overweight teenager, I tipped the scales at 250 lbs. during my high school years- along with the excess weight came ridicule, peer pressure, a lack of participation in team sports, and a subsequent lack of self esteem,” said Geoff Dyer, founder of Teen Fitness Connection and Lifestyle Family Fitness health clubs. “I strongly believe this initiative is a great way for IHRSA clubs to give back to our respective communities by allowing teens to have access to facilities where they can workout and learn how to maintain good physical condition and strength, and raise their self esteem. Teens will find for themselves that they can take control of their life and physical well-being; that can be extremely empowering,” said Dyer.

The Teen Fitness Connection is easy to implement and can be modified to fit the needs of individual clubs. The program offers a complimentary membership to “first time visitor” teens aged 12-17 during the summer months, for example from June 22- August 31, 2008. As a part of their membership agreement, teens must check in before 3PM at and leave by 5PM on weekdays. Hours can also be set on a club-to-club basis. In addition, IHRSA will provide participating clubs with free marketing materials, press releases, and ongoing support throughout the program.

Lifestyle Family Fitness created the concept two years ago in the effort to reach the increasingly overweight and obese adolescent population, one that has reached epidemic proportions as of late. According to the Centers for Disease Control and Prevention, over 17 percent of teens are overweight and obese and, in addition, the U.S. Surgeon General reports that only 25 percent of teens are active for the recommended 30 minutes a day, 5 days a week.

The Teen Fitness Connection program is a chance for health clubs across the nation to stand together as one voice to help fight teen obesity. In addition, it is a prime opportunity for introducing potential members to health clubs- currently 2.5 million members ages 12-17 belong to a health club, a 10% increase from 2006, according to the 2007 IHRSA/American Sports Data Health Club Trend Report.

For more information about the program please visit www.teenfitnessconnection.org or contact Sara Lehrhoff, Health Promotions Manager at healthpromotions@ihrsa.org or 800-228-4772 ext.159.

The International Health, Racquet & Sportsclub Association (IHRSA) is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. The association’s membership includes over 9,100 clubs in 75 countries, along with over 730 industry suppliers.

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