**Planet Fitness Opens New Location in Winter Springs**

*New location adds to growing number of club openings for Planet Fitness in Central Florida as residents prioritize health and wellness*

**ORLANDO, Fla. (March 24, 2022) –** [Planet Fitness](about:blank), one of the largest and fastest-growing franchisors and operators of fitness centers with more members than any other fitness brand, announced today the opening of its new location in Winter Springs. The brand-new club, located in the Venetian Square shopping center at 300 E State Road 434, is equipped to give residents of the Winter Springs community a new place to improve their physical and mental health and wellness.

“We are incredibly excited to bring Planet Fitness to Winter Springs,” said Scott Breault, Senior Vice President of Marketing for Sunshine Fitness Management. “We’re excited to continue our growth in the Orlando area and are looking forward to introducing the community to everything Planet Fitness has to offer.” These offerings include state-of-the-art cardio machines and strength equipment, 30-Minute Express Circuit, numerous flat screen televisions and clean, spacious locker rooms and showers.

The almost 19,000 square-foot facility is part of the 100+ locations across the southeast operated by Sunshine Fitness, one of the largest and fastest-growing franchisee operators that was acquired by Planet Fitness, Inc. earlier this year.

The new Planet Fitness facility will be welcomed by the Winter Springs community with an official ribbon-cutting ceremony on Wednesday, April 6, with Mayor McCann in attendance.

“Planet Fitness prides itself on creating a sense of community between its friendly staff and club members,” said Breault. “Now, local residents can become a part of our non-intimidating and comfortable environment that’s perfect for all fitness levels.”

The PF Black Card®is the most popular membership **(through April 21st, available for $1 down and $22.99 a month, cancel anytime.)**It provides a vast array of additional benefits to members such as the ability to bring a guest every day to the club at no additional charge, access to all 2,200 Planet Fitness locations, as well as access to the Black Card Spa™, a member favorite after a workout.

Enhanced COVID-19 safety and sanitization protocols at its well-ventilated and spacious clubs include:

* Touchless check-in via the free Planet Fitness App
* A Crowd Meter on the Planet Fitness App that allows members to check club capacity in real-time before even leaving the house
* Increased sanitization every 20 minutes to continually clean and sanitize high-touch areas, with cleaning stations available for member use
* Mask and vaccination requirement policies in accordance with local guidelines

Planet Fitness offers extremely low prices and a variety of benefits, including a hassle-free environment, brand name cardio and strength equipment, fully equipped locker rooms, flat screen televisions and much more. The free Planet Fitness App, available to members and non-members alike, puts more than 1,000 exercises right in your pocket with routines for all levels and interests.

For more information, or to join online, please visit [www.PlanetFitness.com](about:blank).

**About Planet Fitness:**

*Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of December 31, 2021, Planet Fitness had 15.2 million members and 2,254 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 we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent business men and women.*

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