



Press Release

Female Empowerment Through Sports: Push the Limits with Urban Sports Club

Berlin, 20.02.2020 – March 8th is International Women's Day, a day when we celebrate important milestones on the journey to gender equality, including the right to vote. But it's also a day for breaking down barriers. Many women are often unnecessarily critical of themselves, their bodies and their abilities. In order to support each other, we need a vision and collective goals. Strength comes from feeling supported and encouraged by others and taking on new challenges. Importantly, the topic of female empowerment is taking a well-deserved place in our social discourse, and in our daily lives. Take sports, for example: they're a great way to set goals and exceed your own expectations. With Urban Sports Club, women can not only achieve their own ambitions, they can start putting some necessary cracks in the glass ceiling.



Sports boost self-esteem

Too thick, too thin, too short, too tall—only 41% of women are satisfied with their bodies (Source: Splendid) A trendy sport that helps counter these insecurities is pole dancing. This whole-body workout not only trains your muscles and flexibility, it also gives you a better body image. Red Light Studios offer this pole-based sport at a variety of locations across Berlin. Plus, the studios are run by a mother-daughter dream team!

The staple activity for connecting the mind and body continues to be the beloved sport with seemingly endless variations: yoga. Self-acceptance is central to any yoga practice, a skill that participants can bring with them off the mat into the world. A wide range of yoga styles is offered by founder and yoga instructor Vanessa Buhring in her Berlin studio Nullpunkt.

Sports help break down stereotypes

Stereotypes that designate boxing as a man's sport and argue that women have no place on the soccer field are still alive and well. They prevent women from doing the sports they enjoy and limit their options. Therefore, it is critical that people don't base their workout choices on outdated ideas, but rather on what they really want to do. Whether it's boxing in Hamburg at the White Collar Boxing Club or free fighting at Fenriz Gym in Berlin, sports undoubtedly help break down stereotypes.

Boost team spirit and strengthen leadership

Team sports present a great opportunity to develop skills such as leadership and collaboration: important skills for both professional and private life. What's so great about group sports? For starters, the mutual motivation and support, whether in team sports or during group workouts. From exercise to work to everyday life, women are stronger when they stick together. In the Kautz Sports Center in Cologne, for example, women can not only get fit, they can come by to relax and rest.



About Urban Sports Club

Urban Sports Club offers a flexible flat-rate sports membership. Our goal is to encourage people to try a diverse range of activities and to inspire them to live an active, healthy lifestyle. Club members can choose from more than 50 types of sports at over 8,000 partner venues across Europe, ranging from classic gym workouts to swimming, yoga, bouldering and lots more. Our corporate group, which includes the Dutch company OneFit, has over 10,000 partner venues. We offer variety, flexible conditions, as well as team sports and wellness to both private customers and companies.

Please do not hesitate to contact us if you have any questions.

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