



Press release

#activetogogether: Urban Sports Club supports its partners with new campaign

Berlin, Germany, 08.04.2020 – In order to support its partners in times of temporary closure and to enable members to train at home, Urban Sports Club has been offering online courses via livestream directly from their partner studios for three weeks now. With the social media campaign [#activetogogether](#) the sports and fitness platform now encourages its members to stay active by attending courses. With this campaign, Urban Sports Club calls for solidarity with sports and fitness studios – because for the partners, every check-in counts. Members can stick to their routine with trusted trainers and thus do something for their health – while at the same time supporting their community and studios.

Together through the crisis

Within a few days Urban Sports Club created a new online product that allows partners to offer courses via livestream so studios and trainers can generate income despite closed locations. Members of the sports and fitness platform can support their favorite studios by keeping their membership active and continuing to train with live classes. By sharing their workout experience on



Instagram under the hashtag #activetogether, they encourage others to check in to courses and stay active at home. Additionally, sports and fitness providers all over Europe can gain new visitors as members can book courses across cities and borders.

Live classes inspire

Meanwhile almost 900 partners offer more than 19,700 live classes with Urban Sports Club. Most of the livestreams are from Germany, but the number of providers from France, Spain, Portugal, Italy and Belgium is increasing steadily. In Germany alone, up to 4,900 members check in online every day – usually at 6pm, although the morning is becoming an increasingly popular time for a short workout.*

"First and foremost, I would like to thank our great community. Even now in this time to show so much motivation and support I find it simply amazing!" – Eduard Behm from 2 Hearts Performance

Members help partners

Urban Sports Club uses 20 percent of revenue from active members for its own employees, running costs and the expansion of the online product while 80 percent is passed on to the partners. After the live classes have been paid for, the remaining amount goes to all providers – including those who cannot offer live classes due to their sports category or facility. The distribution is based on the check-in behaviour of the members in the last six months. As a result, users can support partners who are close to their hearts and unable to make their offer available online.

Links:

Campaign site: <https://activetogether.urbansportsclub.com/eng>

Live classes from Urban Sports Club: <https://online-classes.urbansportsclub.com/>

** The figures were collected on April 8 and are growing daily.*



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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