



Press release

Health needs fitness: Urban Sports Club supports DIFG's initiative to open up fitness studios

Berlin, Germany, 04.05.2020 – Starting today, the German Industry Association for Fitness and Health e.V. (DIFG) is appealing to the federal government, the federal states and their ministers with their campaign [#GesundheitBrauchtFitness](#) (Health NeedsFitness) and a scientifically tested safety concept to reopen fitness studios in Germany for the benefit of the physical and mental health of 12 million members. As a member of the DIFG, Urban Sports Club supports this initiative. During the course of Covid-19, the company has completely changed its offer to live online courses.

Consequences of the closure of studios

The campaign developed by the DIFG and its members points out the drastic physical and psychological consequences of lack of exercise through isolation, such as diabetes, depression and cardiovascular problems. At the centre of the communication are comprehensive safety measures, under which compliance with these measures means that active members and employees can once again work out in fitness studios without risk.

Urban Sports Club supports activity and exercise

In recent weeks, the fitness industry has repeatedly made valuable contributions to maintaining the health of the population and demonstrated solidarity during the Coronavirus period. For example, Urban Sport Club memberships offer access to thousands of live online courses from hundreds of partner locations in Germany and throughout Europe.

Benjamin Roth, Co-Founder of Urban Sports Club: *"First and foremost, the physical and mental health of our members is very important to us. Therefore, we support the sustainable and safe reopening of the studios and the campaign #HealthNeedsFitness. However, I think it is important to emphasize that the studios do not simply want to reopen - they will implement proper hygiene standards. These new standards protect the health of employees and sportspeople. Of course, the measures have a lot to offer, because it takes a lot of effort to take the necessary precautions. For many people, the live online courses that we launched in times of social distancing are therefore still a good solution. Nevertheless, it would be a great opportunity for everyone to boost the offerings in the studios themselves - especially to help many people who suffer in isolation."*

Ralph Scholz, chairman of the DIFG: *"The online offers of the fitness studios are clicked and used millions of times. For us, this is also a sign that fitness is highly relevant to the population in these difficult times. However, online courses are no substitute for training in studios, which we want to reopen as a place of retreat for our members while maintaining all safety regulations. So that Germany can remain physically and mentally healthy even during the lockdown."*

For this reason, the DIFG calls for a timely and responsible reopening of the fitness studios. From a scientific point of view, this is already possible, as confirmed by a corresponding expert report, which was jointly written by the TU Munich and the IST University of Applied Sciences Düsseldorf.

The following other companies are currently supporting this initiative:

All Inclusive Fitness, Anytime Fitness, Body-Life, Clever Fit, Deutsche Berufsakademie Sport und Gesundheit/Deutsche Fitnesslehrer Vereinigung, Dr. WOLFF, EASYFITNESS, FitX, FLEXX FITNESS, IST Studieninstitut, Jumpers Fitness, Leisure Connected, LifeFIT Group, Life Fitness, MATRIX, Technogym, staystrong, XTRAFIT.

About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to motivate people to take part in sports through the largest and most varied range of offers and to encourage them to lead a healthier and more active lifestyle. From fitness, yoga, swimming and climbing to team sports and wellness offers - members can compile their individual training plan from over 50 sports and more than 8,000 partner locations - including OneFit there are more than 10,000 - in six countries (Germany, France, Spain, Italy, Belgium, Portugal) and check in to the sport via smartphone app. Diversity, flexible conditions as well as organized team sports and wellness offers round off the range of services for private and corporate customers.

Due to the current COVID-19 situation, Urban Sports Club has temporarily changed its offer to online courses. The interactive training units take place via livestream in real time. This gives users access to thousands of courses from hundreds of partner locations in Germany and Europe.

About the DIFG

The German Industry Association for Fitness and Health (DIFG) represents the overriding interests of industrial companies in the German and international fitness market. Members receive a platform for the further development of networks and the creation of synergy effects. Through studies and expertise, as well as events taking place several times a year, the association is committed to the transfer of knowledge and quality-oriented growth within the fitness industry. The member companies include not only the leading manufacturers of fitness equipment, but also software providers, consulting firms, service providers and franchisees.

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

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