

Press release

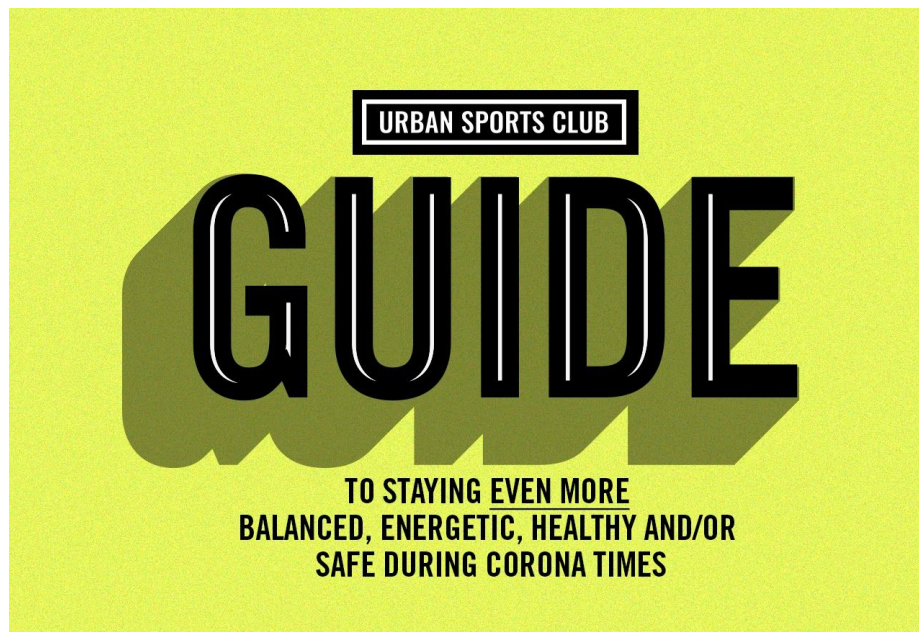
URBAN SPORTS CLUB: New campaign #SafeSportsClub

Urban Sports Club focuses on humor and fair play in new digital campaign

Berlin, November 12, 2020 - Lockdown light: people are socially restricted again, unable to travel and once again working from home. The new measures, put into place shortly before Christmas, are both mentally and physically demanding. But Urban Sports Club aims to lighten the mood and set an example through fitness, movement and good behaviour. The new campaign, #SafeSportsClub, launched on November 12th 2020, is all about staying safe, serene and having a sense of humor.

The new videos: Flatten the curve, meditate with family and party in the living room

Urban Sports Club's "How-to Guide" demonstrates how everyone can do something good for their health every day with a good dose of humor. Meditation brings relaxation into everyday family life, dancing in the living room is a real mood-lifter, and fitness not only flattens the curve but your abdominal muscles, too.



Credits: Javier Mangas Pinto (Concept and Art Direction), Alice Austin (Text), Oliver Glutz von Blotzheim (Strategy), VoiceOver: Brannon Murphy, Music: Epidemic Sound

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The fair play mindset

This light and humorous campaign consists of seven video clips and focuses on fitness and fair play when it comes to Coronavirus restrictions. Following the rules isn't just for the studio, but for everyday life – and not just in Corona times.

The digital campaign and video clips were developed in-house by Urban Sports Club and have been rolled out over all six European markets.

[Chapter 1: Stay Cool & Calm](#)

[Chapter 2: Keep distance at the office](#)

[Chapter 3: Eat healthy food](#)

[Chapter 4: Social Distancing – Keep on dancing at home](#)

[Chapter 5: Handwashing – count and meditate](#)

[Chapter 6: Wear mask in public as much as possible](#)

[Chapter 7: Stay active – stay healthy to flatten the curve](#)

Oliver Glutz von Blotzheim, Head of Brand and Design at Urban Sports Club, says: “Because of the renewed lockdown, we developed this humorous how-to-stay-safe guide at short notice. After all, laughter releases happiness hormones and strengthens the immune system. The aim is to present useful tips in a humorous way and to highlight what each and every individual can contribute to improve this challenging situation. The health of our members and community is at the forefront of our campaign. We know the good times will come back soon and we're looking forward to welcoming our members back in our partner studios as soon as possible. Because sport is and remains crucial to good health.”

About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to encourage people to lead a healthier and more active lifestyle through the largest and most varied range of sports offers. From fitness, yoga, swimming and climbing to team sports and wellness offers - members can choose from over 50 sports to create their own unique training plan and discover new activities to feel passionate about. With over 10,000 partner locations in six countries in Europe (Germany, France, Spain, Italy, Belgium, Portugal), members can check-in for sports via the Urban Sports Club app. Since merged with OneFit, the Urban Sports Club network has more than 12,000 partners to choose from. Private and corporate customers can choose to train in studios, outdoors or online via livestream. Urban Sports Club employs over 40 different nationalities in locations across Europe.

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