



Press release

Set Your Goals: New Year's resolutions with Urban Sports Club

Berlin, 16.12.2020 – The year 2020 has shown that not everything in life goes to plan, and who knows what 2021 will bring. But instead of inaction, Urban Sports Club encourages members to pursue personal goals - with flexibility, creativity and variety. Planning a workout is motivating, exciting and helps build a healthy routine. This is the best way to create a sense of achievement, which is more crucial than ever right now.

Plan ahead with live online courses

In 2021, March might be the new January. But one thing's for sure – spring is coming – and with that the chance to try a new sport and start training towards those dream goals. The flexibility and variety of Urban Sports Club's offer will help members find the right sports for individual situations. So why not start training now?

Surfers and climbers can train for that wave or wall with live online classes. Yoga, Core Power and Pilates will train core strength and help build concentration and endurance away from the board and

Franka Schuster
Public Relations Lead
Email: franka.schuster@urbansportsclub.com
Tel: +49 (0) 171 298 8941

Cristina Krenzer
PR Manager
Email: cristina.krenzer@urbansportsclub.com
Tel: +49 (0) 170 220 9310

rock. It's a similar story with [pole dance](#) or [barre](#). [Online classes via livestream](#) offer the perfect prep training from home, even without equipment. When the studios and borders open again, the sun will be shining and members will be ready to tackle their new sport.

Let go of the old to start the new

Special rituals are a great way to manifest goals. For example, the twelve nights between Christmas Eve and Epiphany, called *Rauhnächte*, mark the transition between years. Our partner [Yogama](#) is offering sessions during this magical time. This presents the chance to reflect, let go of the old and take in the new. Take that first step and allow Urban Sports Club to serve as the perfect companion to achieving those health goals. Regular [meditation practice](#) can also support, as it trains concentration and mindset.



City trips via live online course in January 2021

Travel always starts with anticipation. Browsing through travel guides, city blogs and exchanging ideas with friends and colleagues is where the journey begins. With Urban Sports Club, members can immerse themselves in other cultures at the click of a mouse and quench that wanderlust thirst in January. Courses can be attended via livestream with partners in Milan, Lisbon or Madrid, because Urban Sports Club is represented in six European countries. As soon as travel becomes the norm

Franka Schuster
Public Relations Lead
Email: franka.schuster@urbansportsclub.com
Tel: +49 (0) 171 298 8941

Cristina Krenzer
PR Manager
Email: cristina.krenzer@urbansportsclub.com
Tel: +49 (0) 170 220 9310



again and studios welcome members on site, nothing will stand in the way of a yoga session with locals above the rooftops of Rome or a HIIT class in Barcelona.

Moritz Kreppel, CEO and co-founder of Urban Sports Club says: "Every January we're faced with the challenge of turning our resolutions into action. Our diverse and flexible offer helps start the new year in a positive way. After all, it's easiest to develop healthy routines at times when everyday life is rather quiet. New Year's resolutions and a sense of achievement in 2021 is more important than ever, because only those who have goals can achieve them."

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.

Franka Schuster
Public Relations Lead
Email: franka.schuster@urbansportsclub.com
Tel: +49 (0) 171 298 8941

Cristina Krenzer
PR Manager
Email: cristina.krenzer@urbansportsclub.com
Tel: +49 (0) 170 220 9310