



URBAN SPORTS CLUB

Press release

No more excuses: Successful New Year's resolutions with Urban Sports Club

Berlin, 09.12.2021 - With the end of the year comes new resolutions - but with these resolutions comes the challenge of implementing them. Undeniably, doing more sports on a regular basis is the universal favorite. However, the same hurdles always throw a spanner in the works. 1) "Sport is no fun." 2) "I don't have the time." 3) "I prefer to work out my way." 4) "I don't want to commit to a gym." 5) "I don't have the energy." But Urban Sports Club's flexible membership can counteract all these excuses!



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“Sport is no fun” - discover the joy of sports through diversity

People often get demotivated when their sport of choice or gym routine becomes boring and unenjoyable. But with Urban Sports Club, members can try over 50 sports to find activities that suit them. Whether martial arts, fitness, dance, bouldering or mindfulness practices like yoga, meditation or wellness, members can create an individualised training plan with a huge selection of activities to choose from.



“I don't have the time” - stay flexible with our hybrid offer

Once members find their favorite activity, they then need to partake regularly. Two of the most frequently cited hurdles to establishing a regular sports routine are time and convenience. Jumping out of bed an hour early to cycle to yoga, or finding motivation to bypass the couch and go to the gym often kills our good intentions. But thanks to Urban Sports Club's diverse, 24-hour offer, which includes live online, on-demand classes and masterclasses, members can workout anytime from the comfort of their own home.

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"I prefer to work out my way" - customize your activity

Finding the right community and environment for exercise is easy with Urban Sports Club. Whether you're traveling, in the studio or outdoors, members can meet like-minded communities who motivate each other to lead healthier and happier lifestyles. Some days, you might feel like working out at home by yourself, and with live online classes you can move at your own pace from home without the hustle and bustle of in-person classes. And those who want to work out completely incognito can turn off their camera during live online classes or choose a pre-recorded on-demand class.



"I don't want to commit to a gym" - this club has no borders

For many, the thought of committing to one studio can be daunting. Whether you travel often or simply don't want to stick with one studio or type of sport, Urban Sports Club's flexible membership isn't tied to any long-term contracts and is designed to adapt to individual needs and life situations. With over 10,000 partner studios in six European countries with activities online or on-site, it's no longer a challenge to maintain an exercise routine, whether at home, on the way to the office or in leisure time.

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"I lack energy" - focus on soul and spirit for more strength

Some days our energy reserves feel depleted. Doing sport might feel too much, even though it's fun and does us good. That's why it's important to design a routine that has variety and balance with a range of activities. With Urban Sports Club's holistic offering, members can enjoy mindfulness exercises such as tai chi, meditation or yoga, and choose from a range of self-care offerings like spa visits or massages. All this adds balance and reward to a stressful daily routine to counteract stress while helping maintain focus.

ABOUT URBAN SPORTS CLUB

Urban Sports Club offers a flexible sports and wellness membership. The goal is to encourage people to lead healthier and more active lifestyles via the largest and most diverse offering. From fitness, yoga, swimming and climbing to team sports and wellness, members can choose their individual training plan from over 50 sports and discover activities they are passionate about. Members can check in for sports and wellness in Germany, France, Italy, Spain, Belgium and Portugal. The Urban Sports Club group, which also includes OneFit in the Netherlands, is represented in seven European countries, bringing its total number of partner locations to more than 12,000. The range of services for private and corporate customers includes training in the studio, outdoors, online courses via livestream and on-demand courses. In total, employees from over 40 different nations are employed at the European locations. Visit www.urbansportsclub.com and find press material on Urban Sports Club: [here](#).

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