



URBAN SPORTS CLUB

Press Release

## Discover a new love on V-Day with Urban Sports Club

**Berlin, 25.01.2022** – All over the world, Valentine's Day is an opportunity to show love and compassion to those closest to you. And there's no better way of showing it than providing your loved ones with an elevated sense of peace and physical and mental wellbeing. The recipient doesn't need to be a romantic partner - they can be a good friend or valued colleague. Urban Sports Club shares why you should express your feelings through unlimited access to wellness and sports.



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### **A different kind of love for your partner**

Valentine's Day isn't just a day for lovers to celebrate with their partner over a romantic candlelit dinner. It's an opportunity to discover a new love - or rekindle an old one. In the first months of the new year people are pulled into the whirlpool of everyday stress, so Valentine's Day can be the perfect occasion to remind your loved ones or yourself to focus on self-care. Enjoy quality time with Urban Sports Club in the form of wellness or sports activities, either by yourself or with a workout buddy. Discover love for a new sport at one of Urban Sports Club's thousands of partner studios, and choose from over 50 sports and a range of on-site, live online and on-demand classes.

### **Bonding through community sports**

Whether single, together as a couple or a team of friends, the best way to enrich relationships is through shared experiences and successes. And these sports at our partners studios offer the perfect opportunity to do just that:

### **Dance fitness for shared rhythm**

When dancing, the focus isn't just on the individual but on the partnership. But finding the same rhythm isn't always easy, which is another reason to train with Urban Sports Club. Try Hip Hop in Munich at [Best Dance Munich](#), or Jazz at [Tanzatelier Hamburg](#), or for a more unusual course head to K-Pop in Berlin at [Flying Steps Academy](#). With such a wide selection, there's something for everyone, whether your dance skills are beginner, intermediate or advanced. Enjoy more intimacy, passion and unity with Salsa at the [Tanzschule Abailar](#) in Hamburg or Bachata Sensual at the [Tanzschule La Danza](#) in Cologne. For those who are new to the dance game and don't yet feel comfortable with the idea of performing outside the house, then online live or on-demand classes are a great alternative. So, turn on the music, head to your nearest studio and discover a whole new side to yourself and your loved ones.

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### **Bouldering and climbing to boost confidence**

Bouldering and climbing offers an opportunity to overcome your limits and try something new with a partner. You'll need more than just courage here - communication and trust is the basis for successful climbing. Bouldering and climbing isn't just about getting to the top as quickly as possible - how you get to the top is more important, and the goal will be reached much faster with constant communication and tip exchanges. Urban Sports Club members can strengthen their muscles as well as their relationships at venues such as [urban apes Hamburg St. Pauli](#) and [einstein Boulderhalle München](#).

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### **Tennis for more fire and energy**

Passing a ball back and forth is great for communication, and there's no better way to do this than with tennis. Whether as a couple or in a team of four, playing against each other can bring fire and variety into a relationship. There's a reason why tennis world stars Steffi Graf and Andre Agassi have been happily married for 20 years, so if you want to stir up some fighting spirit, head to [Tennisanlage Olympiapark](#) in Munich or [Cosmo Sports](#) in Düsseldorf.

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### Take care of your loved ones

Enjoying Urban Sports Club activities together shows that you prioritise shared experiences and mental health as well as physical well-being. So let this be how the Urban Sports Club community defines love this Valentine's Day. Whoever you spend the day with, Urban Sports Club's [digital vouchers](#) are the ideal gift for your loved one.

### ABOUT URBAN SPORTS CLUB

Urban Sports Club, Europe's leading platform for sports and wellness, is dedicated to inspiring people to live healthy and active lives through the largest and most diverse range of sports offers. From fitness, yoga, swimming and climbing to team sports and wellness offers, members can design their own unique training plan from over 50 sports across Europe and check-in for sports via smartphone app. Together with its members and partners, Urban Sports Club creates a diverse community that collectively follows a vision of being active in a world where everyone can enjoy sports, any time and any place. Urban Sports Club describes this as a world of inclusive and sustainable sports. [www.urbansportsclub.com](http://www.urbansportsclub.com), Press material about Urban Sports Club: [here](#).

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