

4<sup>th</sup> November 2013

## Anytime Fitness Australia Opens 300<sup>th</sup> Club

Anytime Fitness Australia, Australia's number one health and fitness club, has reached a significant milestone with their 300th club opening on the weekend. The club belongs to franchisee couple Steven and Carmen Cook and is located in Kwinana, WA. Coming from humble beginnings in the small country town of Gunnedah, Anytime Fitness credits its fast expansion, in less than 5 years, to its members who are the company's number one priority.

Anytime Fitness Australia Master Franchisor Justin McDonell says, *"We want our members to feel like they belong, and feel something better every time they visit one of our clubs."* When you join one club, you join 300 clubs in Australia and 2300 clubs across the globe. Every member receives an individual fob key that opens every club for their personal use, any time. *"People expect services 24/7, so why should your health and fitness be an exception?"* says Justin. *"When designing our clubs, we look at what our members will want in their club and the services they will expect. We have world class equipment, a functional layout, online health resources, clean bathrooms, top of the range security systems, Fitness On Request group training facilities and knowledgeable staff who take an interest in all their members."*

For Steven and Carmen Cook this is their first Anytime Fitness franchise, and they made the move all the way from Canberra to WA to open the gym. Steven comments, *"Carmen and I have been around fitness our whole lives and are both qualified Personal Trainers. We had been members of Anytime Fitness for years, and have friends who own Anytime Fitness franchises, so we saw first-hand what a successful and supportive business model the company offers. We chose Kwinana as the location for our first gym after a lot of research, as the area has huge growth development taking place; it's one of the fastest growing area in Australia. We are excited to be not only owners of an Anytime Fitness franchise, but also fully involved in the day to day management of the gym, and are very proud to be Anytime Fitness's 300th club."*

Anytime Fitness are 300 clubs strong, but there is one element that will always remain constant. *"Our members mean a lot to us. They'll always be what matters most and are the secret to our success"*, says McDonell.

Notes To Editor:

### **About Anytime Fitness**

*Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing members with convenient and affordable fitness options in friendly facilities which feature top-quality exercise equipment. Members can work out anytime in any of the 2000 clubs worldwide with one low monthly rate. State-of-the-art security and surveillance systems ensure member safety at the clubs even during unstaffed hours. [www.anytimefitness.com.au](http://www.anytimefitness.com.au)*

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