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BUILDING CONFIDENCE WITHIN THE JUDGMENT FREE ZONE

Subhead: Planet Fitness creates a space where newcomers feel at home

EDWARDSVILLE, IL— Under the lights of Planet Fitness, the noise of weights and low hum of treadmills create a rhythm that feels more comforting than chaos. For most new gym people the "Judgement Free Zone" has become not just a place to workout— but a place to breathe.

For this 19 year old college student Jordan E, Planet Fitness represents a turning point. As he grew up he avoided gyms because they felt intimidating. This changed the first time he walked in and was greeted with a nice warm “ Welcome to Planet Fitness”!

“When I first walked in I thought I’d stand out and look dumbfounded,” Jordan said.”The staff showed me how everything worked without me feeling embarrassed or not welcomed. Once that happened I knew I found where I belong”.

Manager Stephanie Lopez sees new members that arrive anxious and not sure what to think or do. Her mission was to transform that experience and make sure they felt at home and welcomed. “People expect the gym culture to be harsh,” said Lopez. “We want to make sure our members and visitors feel supportive and help them get back on track

The gym's approach includes a free fitness orientation and a walkthrough of each machine. Having such introductions like this can help new members build a routine that can be easily followed without feeling stress or pressured.

Having such support is what kept Jordan coming back. As he went through his workout which consisted of leg extensions, shoulder press, and biceps curls he noticed a new member near where he was working out, confused as to what to do. He remembers being in that same position not long ago.

Planet Fitness gave him the confidence that he never knew he had in himself to overcome those fears. In the end this is what Planet Fitness aims to create: a place where every person feels welcomed no matter how much or little experience they have.