

## Planet Fitness Factsheet

### Mission Statement

To enhance the lives of people by providing a quality experience in a welcoming environment known as the Judgement Free Zone.

### Overview

Planet fitness is one of the largest growing franchisors in the United States. The company is known for its affordable memberships, reasonable equipment, and a diverse and inclusive atmosphere that is open to anyone of any gender and fitness level. Planet fitness aims to create safe space for people to join their gym while also being able to maintain a healthy lifestyle.

### Key Facts

- Over 2,500 PF gyms across the United States, Canada, and Mexico.
- Over 18 million members worldwide.
- Standard memberships start at an affordable \$10 per month..
- Core values of PF includes

Positivity, affordability, and community involvement.

### Signature Programs

- ☐ Judgement Free Zone-signature brand philosophy promotes an environment free of criticism.
- ☐ Planet fitness app offers digital workouts and fitness tracking to help support its members in and outside the gym.

### Recent Highlights

1. Continuous community outreach through charity partnerships
2. Acknowledged for affordability into the fitness industry

### Media Contact

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