

3rd October 2011

## Anytime Fitness celebrate their 100th club opening in Australia!

Anytime Fitness Australia, part of the world's largest 24 hour co-ed fitness franchise, have reached another amazing mile stone, with their 100th club opening on 1st October 2011.

The 100th club belongs to franchisee Steve Rollings and is in Thornton, NSW. Steve is the perfect example of many of Anytime Fitness's franchisees who become multi unit owners.

Steve Rollings comments "I chose Anytime Fitness nearly 3 years ago because of its unique ability to allow me to run multiple Anytime businesses 'remotely'. This gave me the capacity to create a fantastic income and lifestyle. I have a young family with 4 kids, and I haven't worked a weekend or public holiday since I've been with Anytime Fitness! Quite a change from when I used to own a few Eagle Boys Pizza shops and was always working crazy hours.

I love the fact that my members can use my Anytime Fitness clubs 24/7, we can provide them with the latest Gym equipment, and my staff wages are 1/3 of our competitors' gyms. This has allowed me to grow from 1 to 8 clubs in 2.5 years, with another 2 opening by February 2012".

Anytime Fitness Master Franchisor for Australia, Justin McDonell, says 'Reaching the 100 mark is a major milestone for us. Our target of having 300 clubs open across all regions of Australia is getting closer every day. What sets Anytime Fitness apart from our competitors and is a vital element of our rapid growth is freedom. We offer franchisees the freedom to operate their business to suit their lifestyle, freedom to grow within the system, and the freedom that comes with knowing they have the support, product development and back-up of the world's fastest growing fitness club franchise.'

Justin McDonell and his sister Jacinta McDonell Jimenez launched the highly successful USA franchise into Australia in 2008. With over 1600 clubs and 1 million members' worldwide, since Anytime Fitness's launch into Australia it has become the quickest growing segment of the world's fastest growing fitness chain, with 100 clubs now open and 215 territories sold in just under three years.

*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 workout anytime in any of the 1600 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)*

*For further media information on Anytime Fitness please contact Olivia Warne on 0415 993 777 or email [Olivia@pendulumc.com.au](mailto:Olivia@pendulumc.com.au)*