

FOR IMMEDIATE RELEASE:
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Anytime Fitness announces its grand opening on West Broadway Avenue

24-hour co-ed fitness club offers convenience and affordability

Minneapolis, MN – Anytime Fitness, the world largest and fastest growing 24-hour co-ed fitness franchise, is pleased to announce it is open for business at the West Broadway Avenue location in Minneapolis. A grand opening celebration will take place October 31, 2013 from 11 a.m. to 7 p.m.

Mayor R.T. Rybak will commemorate the celebration with a ribbon cutting at 11 a.m., followed by guest speakers, refreshments, gym tours and mini group fitness classes. The celebration continues all afternoon with fun-filled activities, vendor visits, giveaways and refreshments.

Anytime Fitness West Broadway is in the heart of Minneapolis – the revitalizing north side. It will help create healthier lifestyles in a location where fast food restaurants have become the fixture for health. Driven by a passion to educate individuals about health and wellness, Anytime Fitness will help revitalize the neighborhood.

“Anytime Fitness clubs are pared down to the essentials necessary for a great workout,” said Dr. Tara Watson, owner of Anytime Fitness on West Broadway. “Where we don’t cut corners is in our personal service and commitment to our members. We are excited to be on West Broadway in Minneapolis, and it’s our goal to become an active member of the community.”

While the atmosphere and amenities are upscale, the gym is inviting, unintimidating and priced right – and, it brings a much needed service to the community. It’s accessible, affordable and a great place for community members to get to know each other. “If you can work out with your neighbors, you are one step closer to strengthening your community,” Dr. Watson said.

Open 24 hours a day, 365 days a year, Anytime Fitness offers convenient and affordable exercise. Using a secure access key, members can access the club, even when it’s not staffed. They have full use of state-of-the-art strength training and cardio equipment. Membership at one club gives members’ access to 2,200 clubs on five continents as well as to free access to AnytimeHealth.com, the most comprehensive wellness website available.

The club layout is designed for quick and effective exercise. Equipment options include elliptical machines, free weights, stationary bikes and treadmills; other options include personal training, massage therapy and tanning. Dressing areas with private showers are also available.

Dr. Watson is enthusiastic about opening this new gym. “The convenience and affordability of Anytime Fitness can’t be beat,” she said. “Choosing this club makes it easy for members to stay committed to their fitness goals.”

Tours of Anytime Fitness West Broadway and new member enrollments will be available during the grand opening celebrating. For membership information, call the gym at (612) 521-4050 or visit www.anytimefitness.com. Dr. Tara Watson is available by appointment, phone (612) 521-1386 or email drtara@watsonhealthcare.net.