



Los Angeles Rams Welcome 24 Hour Fitness to the Field

24 Hour Fitness returns as a proud partner of the Los Angeles Rams, bringing pro-level intensity together with the power of personal fitness goals to inspire a stronger Los Angeles

Carlsbad, CA – August TK, 2025 – 24 Hour Fitness, the leader in the health and fitness industry, is partnering up with the Los Angeles Rams to support and engage the Southern California community. This partnership combines both organizations' shared passion and unwavering commitment to health and fitness.

This collaboration builds on the previous partnership from 2016-2018 and will see the Rams Cheerleaders train at select 24 Hour Fitness locations, leveraging the gym's state-of-the-art facilities and resources to power their performance throughout the season.

"At 24 Hour Fitness, our roots to Southern California run deep, just like the Los Angeles Rams," says Karl Sanft, CEO of 24 Hour Fitness. "We're thrilled to team up around a shared passion for movement, community and the sports team our members and team members cheer for every season."

"The Rams are proud to partner with 24 Hour Fitness, a gym that shares our purpose of commitment to community and the power of personal growth through fitness," says Jennifer Prince, Chief Commercial Officer, Los Angeles Rams. "With their strong presence across Southern California, this partnership not only strengthens our connection with fans but also promotes the importance of staying active and healthy—on and off the field."

Throughout the season, 24 Hour Fitness and the Rams will collaborate on exclusive content, community events and member experiences that bring fans closer to the team that inspires them across Southern California.

###

About 24 Hour Fitness

For more than 40 years, 24 Hour Fitness has been dedicated to creating a healthier, happier world through fitness. 24 Hour Fitness offers welcoming and inclusive environments with thousands of square feet of premium strength and cardio equipment, turf zones, free weights, functional training areas, and more. Members can

choose from a variety of options such as studio and cycle classes, personal training, and innovative digital and virtual offerings to help them keep their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

About Los Angeles Rams

The Los Angeles Rams – Los Angeles' original professional sports team and Super Bowl LVI Champions – stand as one of the oldest franchises in the National Football League and since its founding in 1937, have garnered four World Championships and sent 30 of its members to the Pro Football Hall of Fame. As a professional sports team, the organization is committed to be a valuable civic partner and serving the greater Los Angeles area 365 days a year. The Rams play their home games at SoFi Stadium, which is located at Hollywood Park, a 298-acre sports and entertainment destination owned, being developed and operated by Los Angeles Rams Owner/Chairman E. Stanley Kroenke in Inglewood, CA.

Media Contacts

Holly Hansen
holly@igtstudio.com
801.503.5573

Andrew Meehan
andrew@igtstudio.com
435.659.7348

Priya Bhambri
Los Angeles Rams
pbhambri@rams.nfl.com