



24 Hour Fitness and Action for Healthy Kids Launch New Nationwide Partnership

Open Gym Days and Wellness Resources Aim to Inspire Healthier Families and More Active School Communities Across the U.S.

CARLSBAD, CA (April 21, 2025) – [24 Hour Fitness](#) is proud to announce a new national partnership with [Action for Healthy Kids](#) (AFHK), a leading nonprofit working to improve the health and well-being of children by bringing together educators, families, and communities. This collaboration furthers 24 Hour Fitness' mission to transform lives through fitness by empowering young people and their communities to embrace lifelong wellness habits.

The partnership originated based on employee insights obtained through the 24 Hour Fitness' annual engagement survey and subsequent feedback sessions. Employees expressed a desire to give back to their local communities and drive a real impact around their gyms, all in service of the values and social responsibility of the 24 Hour Fitness brand.

This initiative will kick-off in a series of community-based Open Gym Days hosted at 24 Hour Fitness clubs across the country on May 17th, 11-2, local time. These free, family-friendly events are designed to introduce kids and parents to the power of movement through guided group fitness, hands-on wellness stations, and opportunities to connect with fitness coaches in an inclusive, energizing environment. These events will happen concurrently at 24 Hour Fitness locations in Irvine, San Diego, Denver and Dallas.

In addition to the gym activations, 24 Hour Fitness will collaborate with AFHK to create accessible wellness resources for schools across the country and host a virtual webinar on May 1st, 2025, featuring President & CEO Karl Sanft and Senior Director of Fitness Business and Operations Raphael Konforti, offering expert insights on how families can integrate health into their daily lives.

"This partnership was driven by our employees' strong desire to give back to the communities we serve and to make a tangible impact beyond our club walls," said Karl Sanft, President and CEO of 24 Hour Fitness. "We know how important it is to help families build healthy routines early on, and partnering with Action for Healthy Kids allows us to support that mission in a hands-on, meaningful way. We're proud to provide interactive events, practical resources, and opportunities for our teams to get involved in ways that truly make a difference."

"24 Hour Fitness is the perfect partner for us to grow our shared mission of building healthier futures for children," said Rob Bisceglie, CEO of Action for Healthy Kids. "Together, we're

making fitness more accessible, fun, and sustainable by meeting families where they are and encouraging daily movement through school partnerships and community engagement."

Together, 24 Hour Fitness and Action for Healthy Kids are creating opportunities for families to engage in physical activity, build healthy routines, and find joy in movement. This initiative is a key part of 24 Hour Fitness' broader commitment to making fitness more inclusive, accessible, and community-driven.

More information about upcoming events and resources will be available on the 24 Hour Fitness and Action for Healthy Kids websites.

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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 Action for Healthy Kids

Action for Healthy Kids is a national nonprofit that brings together educators, families, and communities to create healthier schools and communities, where every child has the opportunity to thrive. Since 2002, AFHK has impacted over 20 million children across the U.S. through programs that support physical activity, nutrition, and social-emotional wellness. Learn more at www.actionforhealthykids.org.

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