



24 HOUR FITNESS ANNOUNCES RETURN OF DISCOUNTED SUMMER MEMBERSHIP OFFER FOR HIGH SCHOOL YOUTH

The Popular Program Helps Teens Stay Active During Summer Months Amidst Declining Youth Fitness Rates Globally

CARLSBAD, CA (May 12, 2026) – With summer break just weeks away, 24 Hour Fitness is bringing back a special discounted membership program for high school students nationwide. This limited-time offer is designed to help young people stay active, build healthy habits, and maintain social connections by providing full access to club locations all summer long at a significantly reduced seasonal rate.

“Summer can be a critical time for teens, where structure and connection often drop off,” says Raphael Konforti, Senior Director of Fitness Business and Operations at 24 Hour Fitness. “In 2026, we’re seeing an even greater need to support not just physical fitness, but mental resilience and community for our youth. By opening our doors to students, we’re creating a safe space where they can stay motivated and build confidence in a welcoming, positive environment.”

According to the World Health Organization, physical inactivity among adolescents remains a global concern. Recent data show that more than 80% of teens still fall short of the recommended one-hour per day of physical activity - with many impacted by increased screen time, academic pressures, and fewer structured physical outlets during the summer months.

Through this program, students will have access to modern strength and cardio equipment, functional training spaces, recovery amenities, and a wide range of group fitness classes tailored to different experience levels. For parents and students alike, the program offers more than just gym access, it provides a constructive outlet that encourages routine, social interaction, and personal development.

The program is available to students aged 14 - 18. A parent or guardian must be present at the time of sign-up. Registration begins May 11 and can be completed in-club with proof of school enrollment until July 31st. For more information, visit <https://www.24hourfitness.com/summer>

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About 24 Hour Fitness

For more than four decades, 24 Hour Fitness has been committed to creating a healthier, happier world through fitness. It 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 studio and cycle classes, personal training, and innovative digital and virtual offerings designed to help them stay active in ways that fit their lives, keeping their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

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