

2025 PROGRAM CALENDAR

ENERGIZE CHALLENGE

21 day challenge to help energize members with tangible habits to build a solid base for better health and wellness. The goal is to complete and track 10 minutes of walking each day. Educational digital download and email campaign.

DATES: Jan. 13 - Feb. 2

THE 6-WEEK ZONE CHALLENGE

6 Week ZONE Program to encourage new joiners and submerge them in a community environment. Program includes 2 Inbody Scans, Unlimited ZONE Classes, Educational Emails and Fun!

DATES: TBD by Site Mngr.

READY TO MOVE CHALLENGE

14 day challenge to support heart health by logging at least 300 min. of exercise.

DATES: Feb 10 - 23

BINGO CHALLENGE

Onsite 5 day challenge to increase engagement.

DATES: TBD by Site Mngr.

FIT TEST FREE PT TESTING

Members have opportunity to try a session with a Trainer by providing a free Fit Test workout. **DATES:** All Feb

SHARE THE LOVE PT SPECIAL

Give a friend a PT session + receive your next one on us.

TAKE A HIKE CHALLENGE

In App 5 day challenge with the goal to hike 3 peaks for a little over a 58k ft. summit, or 22 mi. round trip.

DATES: Mar. 17 - 21

20K-A-DAY STEPS CHALLENGE

24-hr pop-up challenge for all members. The goal is to reach 20k steps in one day.

DATE: Mar. 20

MARCH MADNESS CHECK-IN CHALLENGE

Encourage visits at site in March. **DATES:** TBD by Site Mngr.

CORE POWER CHALLENGE

2 week in App challenge focused on Core training as part of your regular routine. Throughout the challenge, complete 3-15 Min. core workouts each week. Workouts included in the Training Plan section of the App. **DATES:** Apr. 7 - 20

THE 4-WEEK WOW ZONE CHALLENGE

Join our 4 week WOW challenge highlighting a ZONE Workout of the Week, showcasing equipment and moves featured in the ZONE program. Points tracked for attendance!

DATES: TBD by Site Mngr.

ACTIVE HEARTS CHALLENGE

14 day App challenge on benefits of training your heart for overall health. Track calorie burn on device and try to burn the most calories. Educational emails for signing up and discounts on Myzone Heart Rate Belts. **DATES:** May 12 - 25

30 MILE RIDE DAY CHALLENGE

In App 24-hr pop-up challenge with goal to ride 30 miles **DATE:** May 21

FIT TEST FREE PT TESTING

COMPLIMENTARY PT TEST Members have opportunity to try a session with a Trainer by providing a free Fit Test workout. **DATES:** All June

SQUAT HERO CHALLENGE

This 2 week in App challenge focuses on improving your squat technique. In the challenge, you will track short mobility and workouts to improve your squat. The goal is 4 workouts each week. Workouts found in the Training Plan section of the App. **DATES:** Jun. 16 - 29

BEAT THE TRAINER CHALLENGE

Engage with members and potential new clients in this pop-up challenge. **DATES:** TBD by site

PT SPECIAL OFFER PROMOTION

10% OFF PT 10+ PACKS Opportunity for members to receive 10% off on 10 or more session packages. **DATES:** June 1 - 30

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

2025 PROGRAM CALENDAR

BE STRONG CHALLENGE

14 day in App challenge to bring awareness to strength training. Complete and track 5 strength based workouts. Workouts included in the Training Plan section of the App. **DATES:** July 14 - 27

ROW FIT CHALLENGE

2 week in App challenge focused on rowing technique; spending a short time each day completing intervals. Log workout and repeat. Workouts included in the Training Plan section of the App. **DATES:** July 14 - 27

BENCH MARK CHECK-IN

Determine progress by setting benchmarks. **DATES:** TBD by site

JULY

30-MINUTES A DAY CHALLENGE

In App monthly challenge to encourage adding more movement to daily life by committing to at least 30 min. of exercise each day in Aug. **DATES:** Aug 4 - 31

20K-A-DAY STEPS CHALLENGE

In App 24-hr pop-up challenge with the goal to reach 20k steps in one day. **DATE:** Aug. 20

ONSITE EVENT SITE EVENT

Onsite event in support of 30-A-Day initiatives. EX. Walking Club, Onsite 5k, etc. **DATES:** TBD by site

AUGUST

PUSH-UP PERFECTION CHALLENGE

Perfect your push-up. Workouts included in the Training Plan section of the App. **DATES:** Sept. 15 - 21

FIT TEST FREE PT TESTING

Members have opportunity to try a session with a Trainer by providing a free Fit Test workout. **DATES:** All Sept.

FALL INTO FITNESS FREE PT TESTING

Encourage visits in Sept. **DATES:** TBD by site

TEAM CHALLENGE ZONE CHALLENGE

Join this fun challenge where 4 teams face off in challenges and more for the chance to win! **DATES:** TBD by site

SEPTEMBER

HALLOWEEN WOD ONSITE + APP EVENT

In App and onsite event. Complete workout found in Training Plans section of App. Bonus points for recording and costumes. **DATES:** Oct. 31

HALLO-FUN ONSITE + APP EVENT

Plan onsite event. EX. themed classes, 5k Fun Run. **DATES:** TBD by site

FALL SHRED PT PROGRAM

4-week program: includes an at home workout guide and accountability. **DATES:** Mid Oct - Mid Nov

TRI-4-ALS ONSITE EVENT

A triathlon themed event for ALS. **DATES:** TBD by site

OCTOBER

ACTIVE RECOVERY CHALLENGE

Add recovery to your routine. Goal is 3 workouts per week. **DATES:** Nov 10 - 23

ACTIVE RECOVERY ONSITE EVENT

Pop-up class to support recovery challenge. **DATES:** TBD by site

FALL 400 ONSITE + APP EVENT

Pop-up challenge to track 400 squats in one day! **DATES:** TBD by site

HOLIDAYZ ZONE CHALLENGE

Stay healthy this holiday. Program includes 2 Inbody Scans, Unlimited ZONE Classes, Educational Emails and Fun! **DATES:** TBD by Site Mngr.

NOVEMBER

1-MINUTE TO MEDITATE

In App 14 day challenge with the goal to complete and track 1 minute of meditation each day of the challenge. Les Mills meditations found in the Active GO section of the App. **DATES:** Dec. 8-21

FITMAS WORKOUT PT SPECIAL

Train with our trainers for this fun holiday themed group PT Session. **DATES:** TBD by site

HOLIDAY GIFTS CAMPAIGN

Check with your onsite team for December deals and offerings.

DECEMBER