



Clubbing Together - Fitness First and Ministry of Sound join forces to bring the rhythm back to your fitness routine

With the nation looking to get motivated after a year of lockdown, fitness experts Fitness First and dance music pioneers Ministry of Sound Records have announced a collaboration made in clubland heaven, and all with the hope of getting us moving on National Fitness Day and beyond.

Launching on 22nd September, the partnership will see Fitness First's signature TraX classes powered by Ministry of Sound's playlists until the end of 2021, ensuring gym goers get the beats needed to lift their dumbbells after a year of struggling to workout from home. With TraX being the newest, and possibly most exciting Fitness First class yet, it is the perfect class to accompany the dance label's pulsating beats; with its station based, freestyle exercises across Technogym benches, assault bikes and Ski Erg machines mirroring the rhythm of Ministry of Sound's iconic tunes.

The partnership coincides with Fitness First's rollout of the TraX class across its estate, with most of the club's facilities offering the incredible signature class from 20th September onwards*. To make the partnership even more exciting, the pairing marks Ministry of Sound's 30th anniversary celebrations, with Fitness First set to feature in Ministry's Boxpark Shoreditch takeover between 27th September and 3rd October, running high intensity competitions to birthday beats at the week-long celebration of the iconic musical institution.

Lee Matthews, Managing Director at Fitness First, said: "As brands at forefront of the fitness and music economies, Fitness First and the Ministry of Sound have both had a challenging year, but with the restrictions now having eased and everyone ready to get back to sweating and dancing it out, what better time to join forces and help get people excited about exercising and enjoying music once more. Music is key to motivation, and with this National Fitness Day looking like the most important one yet, what better time to use beats to motivate the nation with our new TraX class."

Jason Farmer, Senior Marketing Manager at the Ministry of Sound, said: "Ministry of Sound has been at the forefront of dance music for 30 years, providing the soundtrack of many people's workouts throughout that time. As people continue to return to indoor fitness classes, this partnership is the perfect opportunity to combine forces with Fitness First to help motivate people to get back into the gym. The TraX class is a fantastic way for people to get a great workout while being powered by Ministry of Sound's uplifting and motivational music to help everyone push that little bit extra and get more out of their exercise."

With Fitness First's Trend Report establishing almost half (42%) of the nation are out of the habit of exercise post lockdown, Fitness First will open up all of its Clubs to non-members for a whole day on 22nd September, in a bid to get the nation running, lifting and squatting again.

-ENDS-

About Fitness First

Fitness First created the gym industry in the UK in the 1990s and fast became a leader in the market because of its unshakeable passion for fitness. With 45 clubs across the country, the Fitness First team are experts in everything health and wellbeing, supported by four key best in class brand pillars: Classes, Equipment, Personal Trainers and Customised Workouts. Fitness First is committed to a bright future of making our members stronger in life, one training session at a time.

About Ministry of Sound

Ministry of Sound first opened its club doors way back in September 1991. Inspired by New York's cavernous house venues, its home was a derelict bus garage in South London, an area that, at the time, was more infamous than famous. In the mid-1990s, Ministry of Sound launched its record label, which specialised in compilations, DJ mixes and artists. Since then, the label has gone on to achieve huge commercial success, establishing an exciting roster of artists and hits.

Ministry of Sound is now part of the Sony Music UK family operating out of their London HQ. The current records roster includes London Grammar, Sigala, Doja Cat, Franky Wah, Disciples & many more. In the past year, singles released through the label include Regard, CamelPhat, Oliver Heldens & Riton, AVH & Riva Starr, Solardo, Diplo & Paul Woolford. From becoming a household name through selling millions of compilation albums the label is also now one of the biggest curators in the UK and worldwide.

*From 20th September, TraX classes will be available across most of the Club's estate, with 40 out of 45 Clubs offering the class, at a minimum of 3 classes per week per Club