

# **WORLD UNITED: GLOBAL FITNESS EVENT TO TURBOCHARGE INDUSTRY’S RELAUNCH**

Les Mills has plans to kickstart the fitness industry’s COVID-19 recovery with a new campaign to help clubs reactivate members and attract new ones.

Expected to be the largest ever global fitness event, World United will see the synchronized launch of live and online fitness celebrations involving tens of thousands of fitness facilities and trainers worldwide kicking off from 19th September.

The milestone activation will see clubs across the globe open their doors (or livestream where necessary) to members and prospects for a thrilling day of fitness. This will include the exclusive release of new United-themed Les Mills workouts, filmed during lockdown by 374 of the world’s top Instructors across 48 different countries.

World United is a business accelerator for Les Mills partner clubs, designed to support their relaunch strategies. It will help clubs to re-engage existing members and attract new ones through an event that will dial up the fun factor and offer a strong PR hook for clubs to generate added buzz and publicity.

To help clubs successfully plan, promote, and prepare for World United launch activations, Les Mills has created a powerful World United campaign with photography and videos created by world-leading artists like Carlos Serrao. Clubs and Instructors can publicize their World United activities with a collection of relaunch resources, as well customizable event assets (print + digital) available from the [World United campaign hub](https://www.lesmills.com/united/).

Lena Holmberg, Country Manager for Les Mills Nordic says:

“With health now everyone’s top priority, there are huge opportunities for clubs to engage existing and attract new members than ever before.”

Fitness facilities across more than 100 countries worldwide are expected to celebrate World United, supported by a string of international fitness icons, as well as the Prime Minister of New Zealand, Jacinda Ardern.

In the campaign launch video for World United, Jacinda Ardern says: “Right now, we are obviously facing a major health challenge. But as we come out of this, exercise will have a vital part to play in uniting us, and keeping us both mentally and physically well.

Across the globe, you have all got an important role in making that happen, so thank you, good luck, and have a fabulous day.”

To find out more about World United, visit <https://www.lesmills.com/united/> or contact Lena Holmberg, Country Manager, Les Mills Nordic.

**About Les Mills**

Les Mills is the global leader in group fitness, with 20 programs currently available in participating gyms and fitness facilities worldwide. Les Mills programs include the world’s first group exercise resistance training workout BODYPUMP™, BODYCOMBAT™ (martial arts), RPM™ (indoor cycling), LES MILLS GRIT™ (30-minute high-intensity interval training) and the revolutionary immersive cycle experience, THE TRIP™. Each workout is refreshed and updated with new choreography and music every three months.

Founded in New Zealand in 1968 by four-time Olympian Les Mills, the company has grown over the past 52 years to become the world-leader group fitness. Les Mills workouts are delivered by 140,000 certified instructors in 20,000 clubs across 100 countries and are available as live, virtual and immersive classes, as well as via the LES MILLS™ On Demand streaming platform.