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CityFit strengthens its position in Rzeszów



CityFit, the largest Polish chain of 24/7 fitness clubs, opens another club in Rzeszów. The facility located at Okulickiego Street will welcome its first club members in 2021.

CityFit Rzeszów Domar (6 Okulickiego Street) will have an area of 1740 sq. m. It will be open

24 hours a day, 7 days a week (also on non-trade days). The club members will be able to use parking places located directly at the site.

The area of the club is divided into ergonomic training zones which will contain approximately 300 TechnoGym and Matrix machines. Our club members will be offered: a fountain with free filtered water, vending machines with healthy snacks and a relaxation zone where they will be able to heat a meal after the workout or charge their phones.

CityFit stands out due to its competitive membership rates and a liberal membership policy. The chain does not require signing long-term contracts and gives its members a chance to suspend their membership temporarily (e.g. during a holiday leave). The purchase and management of the membership (including booking a fitness class) takes place online. Earlier this year, the chain additionally launched a mobile application containing a loyalty programme in which workouts at CityFit are rewarded with attractive prizes.

Currently CityFit has 23 clubs in 15 Polish cities. The facility in Okulickiego Street will be the second location of the chain in Rzeszów.

“The first one was CityFit Rzeszów Plaza, which we opened in 2014. This was the first club in our entire chain. It was a highly successful opening which confirmed that our innovative business model is a great move. This makes us look forward to the opening of another location in the capital of the Podkarpackie Region even more eagerly, as we believe that the Plaza success will be repeated”, says Richard Keen, CityFit CEO.



The opening is planned in 1Q 2021. The offer of the club is addressed also to the holders of OK system sports packages.

CityFit is a Polish chain of innovative fitness clubs, open 24 hours a day, 7 days a week. Its mission is to provide its club members with a comfortable environment for workout at attractive prices, without having to sign long-term contracts. www.cityfit.pl

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