

## “Awaken Your Power” at CityFit and celebrate Marvel Studios’ “Eternals”



“Awaken Your Power” – this is the slogan of the CityFit fitness club network’s campaign, carried out in celebration of the debut of the Marvel Studios’ “Eternals” which will launch in cinemas on 5 November.

The campaign is inspired by a group of new heroes from the Marvel Cinematic Universe. The Eternals are race of immortal beings with superhuman powers who have secretly lived on Earth for thousands of years, reunite to battle the evil Deviants.

CityFit used this context to inspire customers to discover their powers as well – naturally, when working out at the network’s clubs. As part of the „Awaken Your Power” campaign, which was launched on 15 October, the workout zones at CityFit turned into special zones inspired by the Marvel Studios’ „Eternals”, where club members can test their abilities. The brand’s activities are complemented by a billboard campaign, digital communication, as well as cinema and radio communication.

The powers of the immortal beings also inspired the AR filters dedicated to the campaign which are available on Instagram. CityFit encourages club members to use them and join the photo competition which will last until 27<sup>th</sup> of October. The competition task is simple – take a photo showing your power and send it through the [obudzmoc.cityfit.pl](http://obudzmoc.cityfit.pl) website. You can win official film gadgets and double invitations to special screenings of the Marvel Studios’ “Eternals” on the day of its cinema debut.

CityFit is a Polish network of innovative fitness clubs, open 24 hours a day, 7 days a week. Its mission is to offer club members full comfort of working out at an attractive price. 22 CityFit clubs are located in shopping centres and office buildings in large and medium-sized cities. The network takes care of every detail of interior design and innovative solutions. All these things are to make working out a pleasure.



Marvel Studios' "Eternals" debuts in cinemas on 5<sup>th</sup> of November 2021. The cast is composed of excellent actors: Richard Madden as almighty Ikaris, Gemma Chan as humankind-loving Sersi, Kumail Nanjiani as cosmic Kingo, Lauren Ridloff as superfast Makkari, Brian Tyree Henry as the intelligent inventor Phastos, Salma Hayek as the wise and spiritual leader Ajak, Lia McHugh as the forever young, old soul Sprite, Don Lee as powerful Gilgamesh, Barry Keoghan as the reserved lone wolf Druig and Angelina Jolie as the fierce warrior Thena. Kit Harington plays Dane Whitman. The film has been directed by the Oscar®-winning director, Chloé Zhao.

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**About Marvel Studios' "Eternals"**

Marvel Studios' "Eternals" follows a group of heroes from beyond the stars who had protected the Earth since the dawn of man. When monstrous creatures called the Deviants, long thought lost to history, mysteriously return, the Eternals are forced to reunite in order to defend humanity once again.

The outstanding ensemble cast includes Gemma Chan as humankind-loving Sersi, Richard Madden as the all-powerful Ikaris, Kumail Nanjiani as cosmic-powered Kingo, Lia McHugh as the eternally young, old-soul Sprite, Brian Tyree Henry as the intelligent inventor Phastos, Lauren Ridloff as the super-fast Makkari, Barry Keoghan as aloof loner Druig, Don Lee as the powerful Gilgamesh, with Kit Harington as Dane Whitman, with Salma Hayek as the wise and spiritual leader Ajak, and Angelina Jolie as the fierce warrior Thena.

Chloé Zhao directs the film, and Kevin Feige and Nate Moore are the producers, with Louis D'Esposito, Victoria Alonso and Kevin de la Noy serving as executive producers. The screen story is by Ryan Firpo & Kaz Firpo, and the screenplay is by Chloé Zhao and Chloé Zhao & Patrick Burleigh and Ryan Firpo & Kaz Firpo. Marvel Studios' "Eternals" opens in theaters on Nov. 5, 2021.



**CityFit** is a Polish network of innovative fitness clubs, open 24 hours a day, 7 days a week. Its mission is to offer club members full comfort of working out at an attractive price and without a need to sign long-term agreements. More information on [www.cityfit.pl](http://www.cityfit.pl).