

FOR IMMEDIATE RELEASE

America's First Gender Neutral Gym to Open in San Francisco

SF Squared to create an inclusive environment where the whole community feels healthier, more knowledgeable, and empowered

SAN FRANCISCO – June 13, 2017 - SF Squared getsfsquared.com today announced plans to open America's first gender neutral gym. Committed to moving the gym experience into the future, SF Squared will provide a fitness environment without intimidation. All facilities--locker rooms, members' lounges, restrooms and showers--will be accessible to all members, regardless of gender identity.

With state of the art equipment, and knowledgeable trainers and staff and gender neutral facilities, SF Squared aims to create an inclusive fitness community where members feel supported, informed and set-up to achieve their personal fitness goals.

"The vision of SF Squared was to bring together elements of education, fun, and a commitment to community. Speaking specifically of community, I wanted to not only establish a community for the company, but a way to integrate the company with the local community, and make a difference. I'm excited that we're embarking on this new journey, to revitalize fitness in San Francisco, while at the same time staying in tune with our core tenets of Smart, Fit, Safe, and Fun.", states Owner, and General Manager, Race Cooper.

In addition to gender neutral facilities, core elements of the SF Squared experience are:

- The Squad: The App for the SF Squared Community, The Squad is the one-stop for trainer-client communication, scheduling and fitness tracking.
- SF Squared Boot Camp: Going strong for more than three years, Boot Camp is a fun, social and physically demanding way to get a great outdoor workout.
- Fitness Fund: The scholarship arm of SF Squared, Fitness Fund provides physical training and resources for those in need of financial assistance.

Founded by Race Cooper, SF Squared is set to open its doors in the fall of 2018. They are currently in the process of raising investment funds on indiegogo.com. For more information or to join the SF Squared mailing list, please visit getsfsquared.com

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