

BASIC-FIT ANNOUNCES PARTNERSHIP WITH THE JOHAN CRUYFF FOUNDATION

Hoofddorp, 14 February 2020 – Basic-Fit, the largest and fastest growing fitness chain in Europe and the Cruyff Foundation, the organisation creating space for children, announce their commitment to support young people in leading an active life.

The partnership between Basic-Fit and the Cruyff Foundation will help young people to play sports and have fun. The two partners came together around common values and desire to make children aware of the benefits from being physically active and having a healthier lifestyle. The Cruyff Foundation aims to make children fitter and more active through sports and play and Basic-Fit aims to make fitness accessible to everyone. Together, they will contribute to help children get more out of life, mentally and physically, through sport sessions and workshops, particularly in Cruyff Foundation places such as Cruyff Courts and SchoolYard14.

By partnering with the Cruyff Foundation, Basic-Fit is developing its sponsoring programme dedicated to children and young adult, to promote sports amongst the young generation.

Rene Moos, CEO Basic-Fit: ‘We are proud to start this new partnership with the Cruyff Foundation that will enable us to share our passion for fitness with young people and encourage them to be physically active.’

Niels Meijer, Director Cruyff Foundation: ‘We are incredibly happy with this collaboration. Together we strongly believe that it’s very important for young people to sport and play. It’s in the DNA of both Basic-Fit and the Cruyff Foundation. A perfect match!’

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FOR MORE INFORMATION

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ABOUT BASIC-FIT

With more than 750 clubs, Basic-Fit is the largest and fastest growing fitness operator in Europe. We operate in five countries and in our clubs more than 2.1 million members can work on improving their health and fitness. Basic-Fit operates a straightforward membership model and offers a high-quality, value-for-money fitness experience that appeals to the fitness needs of all active people who care about their personal health and fitness.

ABOUT THE CRUYFF FOUNDATION

The Johan Cruyff Foundation supports and develops sports activities for children all over the world. We focus on children in need. Through sports projects for children with a disability and projects like the Cruyff Courts and Schoolyard14 we create space for these children. Space to grow, space to make friends and space to improve physical and mental health. Space to become who they are.