

## **BASIC-FIT INTRODUCES A NEW CONCEPT OF ITS LADIES CLUBS**

*Hoofddorp, 5 July 2019* – Basic-Fit has opened a new Basic-Fit Ladies club in Gent, Belgium, today. The new Basic-Fit Ladies club is the further improved concept for female members only.

Basic-Fit Ladies aims to offer a comfortable, motivational and affordable place for women, focusing on their preferences and needs. The new concept offers three fitness modules: guided fitness classes, semi-guided circuits and self-led cardio. In addition, there is a fitness advisor present. Access to social and wellness areas are other newly introduced elements.

To enhance the women's work-out experience, the club's design and look and feel have been developed specifically based upon the interests and motivational requirements of female fitness enthusiasts. Basic-Fit Ladies ensures an aspirational, positive, comfortable and social experience for its members, making fitness available for all women.

More information (in Dutch) : <https://www.basic-fit.com/nl-be/basic-fit-ladies>

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### **MORE INFORMATION**

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### **ABOUT BASIC-FIT**

With more than 700 clubs, Basic-Fit is the largest fitness operator in Europe. We operate in five countries and in our clubs more than 2 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.