

BASIC-FIT PRESS RELEASE

Basic-Fit launches 'Boost Your Mood' campaign to highlight physical and mental well-being

Hoofddorp, August 26, 2024 – Basic-Fit, Europe's largest fitness provider, has today unveiled its 'Boost Your Mood' campaign. This initiative underscores the significance of exercise for both physical and mental well-being, addressing increasing concerns regarding the mental health of young adults in particular.

EQUAL FOCUS ON BODY AND MIND

Research conducted by Basic-Fit among 2,258 adults reveals that a significant majority exercise not only for physical fitness and appearance but also to enhance their emotional well-being. Half of the respondents expressed that they consider mental fitness equally important as physical fitness, while 42% believe that a healthy body is essential for a healthy mind. The 'Boost Your Mood' campaign aims to foster greater awareness of the positive effects of physical activity on overall well-being, encompassing both mental and physical aspects.

MAKING A POSITIVE IMPACT

Encouraging exercise as a means to enhance overall health—particularly mental well-being—is increasingly vital. This summer, the World Health Organization (WHO), RIVM, and GGD reported a decline in mental health among young adults. Since the COVID-19 pandemic, attention to mental health has become more critical than ever, with one in three young adults acknowledging challenges in this area. Scientific studies demonstrate that regular physical activity can reduce stress, boost self-esteem, improve sleep quality, and enhance mood in both the short and long term. Basic-Fit members also affirm these benefits: 84% report an improved mood immediately following exercise, while 83% feel more relaxed and clear-minded afterward. Additionally, 93% advocate for exercise as an effective means to enhance overall well-being, both physically and mentally.

Erica van Vonderen-Hahn, Chief Commercial Officer of Basic-Fit, remarked: “At Basic-Fit, we are committed to providing everyone the opportunity to not only achieve physical fitness but also foster mental strength. With the 'Boost Your Mood' campaign, we emphasize that exercise extends beyond improving one's appearance; it fundamentally enhances overall well-being. Physical activity is a strong tool for uplifting your mood, relieve stress, and boosting self-confidence. By making fitness accessible to everyone, we want to inspire people to take care of both their bodies and their minds, making a positive impact on society as a whole.

The 'Boost Your Mood' campaign launches today across various platforms, including television, social media, radio, and outdoor advertising, and will continue until the end of September. Several ambassadors will support the campaign, with additional initiatives set to be announced in September.

ABOUT BASIC-FIT

With over 1,500 clubs, Basic-Fit is the largest fitness provider in Europe, operating in six countries and serving more than 4.05 million members. Basic-Fit employs a straightforward membership model and offers a high-quality, cost-effective fitness experience designed to meet the needs of individuals focused on personal health and fitness.

Research results from Basic-Fit from a survey among 2,258 respondents from the Netherlands, Belgium and Germany, who exercise, do another sport or do not exercise at all.

RIVM & GGD

National Library of Medicine

FOR MORE INFORMATION

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