

# BASIC-FIT PRESS RELEASE

## Singer Claude and Basic-Fit highlight the positive impact of sport on mental health

**Hoofddorp, 5 September 2024** – Singer Claude and Basic-Fit are dedicated to promoting awareness of the beneficial effects of sport on both mental and physical well-being through the release of the music video 'La Pression'. This campaign is supported by the organisations MIND, Mental Health Europe, and Te Gek!?

### ONE IN THREE EXPERIENCES MENTAL HEALTH ISSUES

There is an urgent need for greater attention and awareness on this topic. In 2022, the World Health Organisation reported a 25% increase in anxiety and depression worldwide as a result of the COVID-19 pandemic. This trend was also reflected in research conducted last summer by the RIVM and GGD, which revealed that one in three young people in the Netherlands experiences mental health problems. Common issues include stress and feelings of loneliness.

### #BLIJFBEWEGEN

Singer Claude and Basic-Fit are collaborating to initiate a dialogue about mental and physical health through the launch of the music video 'La Pression'. With the message 'You are not alone, #keepmoving', they aim to convey that exercise is beneficial and that individuals are not alone in their struggles. Ambassadors, including Isa Hoes, Enzo Knol, and Gwen van Poorten from the Netherlands, as well as Joffrey Anane, Jonatan Medart, and Jolien Boumkwo from Belgium, will also share their stories and positive experiences with sport. MIND, Mental Health Europe, and Te Gek!? are supporting Basic-Fit and Claude in raising awareness of this important message.

**Claude:** "My career has progressed rapidly over the past two years, and I take great pride in that! However, such growth also brings its own pressures; achieving a number one hit with my debut is quite overwhelming. Many individuals experience stress from work and social media, and it is concerning to see that young people are facing mental health issues. For me, exercising is essential to maintaining both physical and mental well-being. With 'La Pression', in collaboration with Basic-Fit, I aim to highlight this pressure and demonstrate how sport can help in managing it!"

### EXERCISE PROMOTES WELL-BEING

Scientific research indicates that regular physical activity enables individuals to cope more effectively with stress and positively influences self-confidence, sleep, and mood. As such, exercise serves as a powerful means of enhancing one's overall well-being, both physically and mentally. The RIVM reports a declining trend in the number of Dutch people engaging in sufficient exercise. By raising awareness of the positive benefits of

sport and encouraging individuals to be active, we can contribute significantly to the improvement of mental health.

**Erica van Vonderen-Hahn, CCO of Basic-Fit**, stated: "At Basic-Fit, we are committed to promoting both physical and mental health. With one in three young people in the Netherlands facing mental challenges, our mission has never been more vital. We strive to make fitness accessible to everyone, enabling individuals to focus on both body and mind. Together, we can create a healthier and fitter world. Our collaboration with singer Claude is an excellent addition; his energy inspires others to take proactive steps towards their health. Let us share this message: you are not alone, #blijfbewegen"

**MIND, Director Dienne Bos**: "We live in a performance-driven society where the prevailing belief is that we can determine our own success. This creates significant pressure. We are also witnessing an increase in individuals developing psychological issues. Both experience and research demonstrate that exercise can help prevent psychological complaints or assist individuals in managing them more effectively. Therefore, we believe it is crucial to raise awareness of this issue and encourage more people to engage in physical activity. We are delighted to collaborate with Basic-Fit!"

**Claudia Marinetti, Director of Mental Health Europe**: "In today's fast-paced world, characterised by constant pressure and challenges, burnout is a genuine threat; however, it can be prevented and managed. #keepmoving signifies the importance of prioritising self-care, including regular exercise, adequate rest, and meaningful social connections. It embodies hope, the opportunity to pause, find balance, and nurture our mental well-being. Let us cultivate a supportive environment and work collaboratively towards a society that prioritises mental health."

**Marlien De Coen, Staff Member of Te Gek!?**: "Exercise not only enhances physical health, but also elevates mood and equips individuals to better tackle life's challenges. It reduces stress, anxiety, and symptoms of depression while enabling the body to process these feelings more effectively. For those who are unwell, taking the step to engage in physical activity can be daunting; however, support from others can make a significant difference. We are pleased that Basic-Fit is bringing this topic to the forefront and highlighting the impact of exercise on mental health."

This partnership is part of the 'Boost Your Mood' campaign and aligns with various programmes that Basic-Fit has introduced earlier this year to promote an active lifestyle for overall well-being. Additional initiatives will be launched next month. For further information, please visit [basic-fit.nl/blijfbewegen](https://basic-fit.nl/blijfbewegen).

## ABOUT BASIC-FIT

With over 1,500 clubs, Basic-Fit is the largest fitness provider in Europe. The company operates across six countries and has more than 4.05 million members. Basic-Fit employs a straightforward membership model and provides a high-quality, cost-effective fitness experience that caters to the health and fitness needs of individuals who prioritise their personal well-being.

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