



Press release

Boxing, cross-training and yoga: Urban Sports Club stands for female empowerment

Berlin, 11.02.2021 – March 8th is International Women's Day. On this date achievements of women are celebrated worldwide and prejudices highlighted to encourage the world to act in the spirit of equality. To mark the occasion, Urban Sports Club are showcasing sports that help women gain more confidence, as well as studio owners who empower women with their classes. As a company, Urban Sports Club is committed to equal opportunities– and cooperates with many strong female partners who create space for people to grow beyond themselves and do something good for their health.

Female empowerment through sports

Until a few years ago, fitness was primarily associated with buzzwords like “weight-loss” or “calorie-burn,” but today the term stands for health and wellbeing. The topic of mental and holistic health has also come into focus, with increasing demand for yoga and meditation classes.

Yoga for holistic health

Yoga was originally invented and practiced by men, but today it occupies a female space. The studios promote physical and mental health, as mindfulness-based techniques encourage self-care and

Franka Schuster
Public Relations Lead
Email: franka.schuster@urbansportsclub.com
Tel: +49 (0) 171 298 8941

Cristina Krenzer
PR Manager
Email: cristina.krenzer@urbansportsclub.com
Tel: +49 (0) 170 220 9310

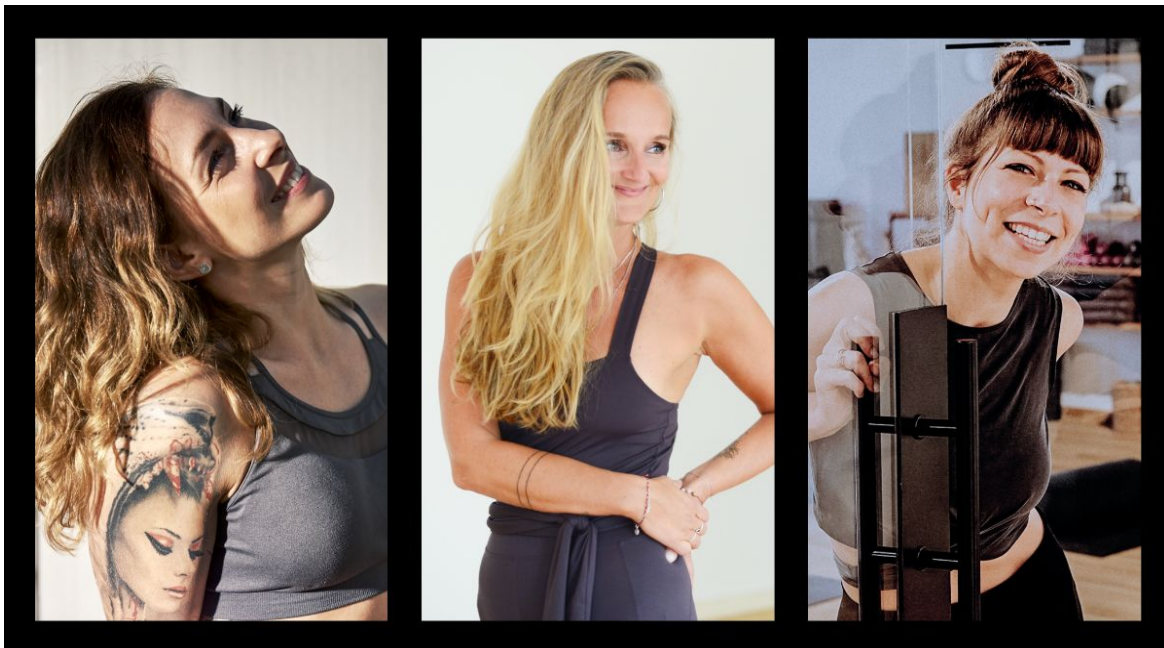
balance. The demand for online yoga at Urban Sports Club comes predominantly from women. Of the members who participate in livestream classes, 82% are female – and yoga is the most popular discipline among them, followed by fitness, Pilates, dance, meditation and pole dance.

Boxing for strength and confidence

Martial arts are growing in popularity amongst women. Rather than as a competitive sport, martial arts are now practiced as a holistic form of exercise for the body and mind. Women benefit from self-defence techniques because it helps them feel stronger and more confident.

Pole dancing for body awareness and expression

Another sport that helps women feel more confident is pole dancing. Dancing on the pole promotes flexibility, strength, expression and rhythm. The acrobatic performance provides a full-body work out while helping women gain increased body awareness. This in turn helps women feel good, appreciate themselves and accept their bodies. Whether it's yoga, boxing, dance or pole dancing, with a range of over 50 sports on offer, everyone can design their very own sports program with Urban Sports Club to boost health and confidence.



Katharina Tophoven (RheinGym), Jana Schulze (Yoga Barn Berlin), Marina Amato (The Bodyworkers)

Female empowerment in partner studios

Katharina Tophoven, CEO and head coach of RheinGym in Cologne, also sees positive development in her discipline of CrossFit. *"A lot has happened in recent years to encourage women to start weight*



training. More women are receiving recognition for their enormous [athletic] achievements and are no longer considered or called the weaker sex," Katharina says.

Marina Amato, founder of The Bodyworkers in Munich, has created a space to support women and help them develop *"self-confidence and the knowledge of their own strength."* She does this by re-imagining traditional role models. *"Anyone who's sweated their way through 100 burpees realizes they can overcome any obstacle with courage and perseverance. They know not to give up once it's hard, and we can take this confidence to other areas of life. It changes the way we're perceived and lets our voices be heard."*

Jana Schulze, founder of Yoga Barn Berlin, wishes that people would be less influenced by preconceived ideas and dare to try new things. *"Unfortunately, many people still think that you have to be mega flexible and super slim for yoga. Which is an absolute fallacy, because yoga is the combination of flexibility and strength and is therefore good for anyone and offers everyone the opportunity to develop and progress, whether male or female."*

Team spirit and equal opportunity

A lot of progress has been made towards equality in recent years, including in the sports and fitness industry. As a company, Urban Sports Club is committed to equal opportunities. Moritz Kreppel, Co-Founder and CEO of Urban Sports Club says: *"Four out of seven countries where we're currently active –Spain, Portugal, France and Belgium – are headed up by two female managing directors. In addition, Urban Sports Club is based on community spirit, as the name suggests. We promote equal opportunities and team spirit through all kinds of sports. That's why we were delighted to see our many members train holistically last year with our varied offer. Meditation and yoga, for example, promote physical and mental health, community and integration."*

About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to encourage people to lead a healthier and more active lifestyle through the largest and most varied range of sports offers. From fitness, yoga, swimming and climbing to team sports and wellness offers - members can choose from over 50 sports to create their own unique training plan and discover new activities to feel passionate about. With over 10,000 partner locations in six countries in Europe (Germany, France, Spain, Italy, Belgium, Portugal), members can check-in for sports via the Urban Sports Club app. Since merged with OneFit, the Urban Sports Club network has more than 12,000 partners to choose from. Private and corporate customers can choose to train in studios, outdoors or online via livestream. Urban Sports Club employs over 40 different nationalities in locations across Europe.

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