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FOR IMMEDIATE RELEASE

New 24/7 Workout Facility Opens

PEACHTREE CORNERS, GA, July 18, 2017 – City leaders and friends welcomed new business owners Eric Krouse, Bobby Fournier and Shaw Rietkerk of Snap Fitness to the business community during a ribbon-cutting ceremony on Friday, July 14. The new fitness center is located at the corner of Peachtree Industrial Boulevard and South Old Peachtree Road, the address: 4941 S. Old Peachtree Road.

The 5,550 square-foot facility features cardio, strength and fitness equipment as well as offering a number of fitness classes including Pilates and HIIT (high interval intense training). The Peachtree Corners location is one of 2,000 franchises that operate in 18 countries.

“We’re happy to welcome Snap Fitness to our business community,” said Mayor Mike Mason. “The new workout center is convenient for residents as well as businesses. I expect this will be a very popular location.”

Open 24-hours a day, seven days a week, members receive a security access key which allows them full access to the exercise facility day or night. Snap Fitness also offers trainer assistance with workouts and developing exercise programs. The facility has five personal trainers on staff as well as three class instructors. Members schedule appointments with the personal trainers to suit their schedules.

“We wanted to give back to the community by helping people get healthier and offering them more than one choice,” said Krouse, who spent 29 years in the U.S. Air Force before retiring and opening up the new Peachtree Corners franchise.

The Chanhassen, Minnesota-based business was founded in 2003 by Peter Taunton, a professional racquetball player who owned and operated five large fitness centers before developing the Snap Fitness concept. Taunton noticed that a number of the amenities in the big-box facilities remained idle for much of the day which led him to developing a lower-cost, no-frills concept of smaller fitness gyms.

The Peachtree Corners gym is the second Snap Fitness to open in Gwinnett County. Krouse said he's interested in opening up additional gyms and is looking at two locations in nearby cities.

For more information on Snap Fitness in Peachtree Corners call 770-224-0050, email peachtreecorners@snapfitness.com or visit the website, www.snapfitness.com/peachtreecorners.

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