



## **UFC GYM® UK ANNOUNCES FIRST TWO LOCATIONS OPENING IN APRIL 2019**

**LONDON** – UFC GYM®, the first major brand extension of UFC®, today announced that the first two United Kingdom based locations will open in **Nottingham's City Centre** (157 Huntingdon Street, Nottingham, NG1 3NL) and in **Woking** (12 – 14 The Centrium, Victoria Road, Woking, GU22 7PB) in **April 2019**.

The new fitness facilities enter the UK and Republic of Ireland as part of an exclusive 10-year partnership with TD Lifestyle plc., which has committed to opening more than 100 locations throughout the territory.

“UFC GYM’s are an amazing way for individuals and families to work out and get in shape together,” former UFC middleweight champion Michael Bisping said. “We have a lot of different training programs suitable for all ages and we’re excited to finally bring our unique brand of fitness to the U.K. and Ireland.”

Since debuting in 2009, UFC GYM has opened more than 150 locations in more than 25 countries and territories, including the United States, Australia, Canada, India, Mexico, Taiwan, Vietnam and United Arab Emirates.

UFC GYM programming has been developed through exclusive access to the training regimens of internationally-acclaimed UFC® athletes, providing members with everything they need for the entire family to move, to get fit and to live a healthy life.

“Nottingham has always been a hotbed of combat sports, and with the cultural shift towards fitness, health and lifestyle, it makes the arrival of UFC GYM so important,” said former UFC welterweight and UFC GYM UK ambassador Dan Hardy, “I’m very excited that the first home of UFC GYM in the UK will be in my hometown. I know how welcome a world-class facility like UFC GYM will be, with Nottingham making the most of this amazing resource in fitness and martial arts.”

The Woking location will be a CLASS UFC GYM, the newest concept in boutique studio fitness that focuses on a result-based and class centric format.

“We are passionate about opening our new boutique fitness franchise model in the UK,” said Joe Long, TD Lifestyle Director. “We are excited to open the first international CLASS UFC GYM, following on from the successful launch in the US. It’s an honour to help bring UFC GYM’s revolutionary style of fitness to new regions and to continually grow our Train Different philosophy.”

CLASS UFC GYM will offer H.I.I.T and Boxing Classes, with state-of-the-art fitness equipment and high-spec recovery area, including cryotherapy units and physiotherapy facilities.

Exclusive presale memberships for the Nottingham and Woking locations are available on [www.ufcgym.co.uk](http://www.ufcgym.co.uk). Members of the public can pre-register their interest for other locations now at

[www.ufcgym.co.uk/membership](http://www.ufcgym.co.uk/membership).

UFC GYM offers the unique opportunity to own and operate a UFC GYM franchise and there are also career and recruitment opportunities in the UK and R.O.I. Please register on [www.ufcgym.co.uk](http://www.ufcgym.co.uk) for further information.

More information regarding the upcoming gym locations will be available at <https://ufcgym.co.uk/> and across UFC GYM UK social channels.

### **About UFC GYM®**

UFC GYM® is the first major brand extension of UFC®, the world's premier MMA organization. In alliance with New Evolution Ventures™ (NeV), developers of many of the world's most successful fitness brands, UFC GYM offers a full-range of group fitness classes, private MMA coaching, personal and group dynamic training, plus MMA-style youth programming, providing something for all ages and fitness levels. As the first to combine the worlds of MMA and fitness, UFC GYM's TRAIN DIFFERENT® approach creates an atmosphere where members can see immediate results. UFC GYM is the ultimate fitness experience. The brand is not what you expect, and more than you can imagine. With 150 locations open and more than 500 currently in development, UFC GYM is revolutionizing the fitness industry. For more information, please visit [www.ufcgym.com](http://www.ufcgym.com). Like UFC GYM at [www.facebook.com/ufcgym](https://www.facebook.com/ufcgym), follow at [www.twitter.com/ufcgym](https://www.twitter.com/ufcgym) and [www.instagram.com/ufcgym](https://www.instagram.com/ufcgym) or subscribe at [www.youtube.com/UFCgym](https://www.youtube.com/UFCgym).

### **About UFC®**

UFC® is a premium global sports brand and the largest Pay-Per-View event provider in the world. UFC boasts more than 284 million fans worldwide and has produced over 450 events in 25 countries since its inception in 1993. Acquired in 2016 by global sports, entertainment and fashion leader Endeavor (formerly WME | IMG), together with strategic partners Silver Lake Partners and KKR, UFC is headquartered in Las Vegas with a network of employees around the world. UFC produces more than 40 live events annually that consistently sell out some of the most prestigious arenas around the globe, while programming is broadcast in over 160 countries and territories to 1.1 billion TV households worldwide in 40 different languages. UFC FIGHT PASS®, a digital subscription service, delivers exclusive live events, thousands of fights on-demand and original content to fans around the world. For more information, visit [UFC.com](http://UFC.com) and follow UFC at [Facebook.com/UFC](https://Facebook.com/UFC), Twitter, Snapchat and Instagram: @UFC.

### **Media Contacts:**

UK Media Enquiries – [media@ufcgym.co.uk](mailto:media@ufcgym.co.uk)

Stefani Green – [stefani.green@ufcgym.com](mailto:stefani.green@ufcgym.com)

Brian Smith – [bsmith@ufc.com](mailto:bsmith@ufc.com)