



FOR IMMEDIATE RELEASE

CONTACT: Will Chadwick, *ELIFIN*®
PHONE: 225-368-7667
EMAIL: wchadwick@elifinrealty.com

CRUNCH FITNESS SET TO OPEN FIRST LOUISIANA LOCATION AT HAMMOND AIRE

November 4th, 2021 - Baton Rouge, LA – Will Chadwick, Retail Specialist, is pleased to announce the lease of 40,000 square feet of premium retail space at Hammond Aire Plaza in Baton Rouge, Louisiana to Crunch Fitness.

Crunch Fitness Baton Rouge is owned by Fitness Ventures, LLC. Headquartered in Orlando, FL. Fitness Ventures was acquired by Prospect Hill Growth Partners, L.P., a private equity firm focused on operational value creation in middle-market growth companies, in 2020. Fitness Ventures is one of the fastest growing franchisees in the Crunch Fitness system. Founded in 2016, the Company currently owns and operates Crunch Fitness locations throughout the United States and has several more in development.

Planning for a late 2021 opening, Crunch Fitness will be occupying the former Stein Mart space in Suite 28 at Hammond Aire Plaza (9650 Airline Hwy, Baton Rouge, LA).

“We are excited to bring the Crunch brand to Baton Rouge. Crunch is for everyone, from the first-time gym-goer to the seasoned athlete,” said CEO Brian Hibbard. “This will be the largest gym in Baton Rouge and will feature affordable membership options in a high-energy environment. We truly have options to meet everyone’s goals and budget!”

Crunch is known for its innovative group fitness programming and will offer a wide range of classes every week, including BodyWeb with TRX®, Zumba®, Cardio Tai Box, Yoga Body Sculpt and Fat Burning Pilates. Members looking for additional guidance or motivation can utilize the HIITZone™, a proprietary high-intensity interval group training program.

Crunch Baton Rouge will begin preselling memberships this winter, with aggressive promotions during its presale. Memberships will start at just \$9.99 a month and the first 500 signups will be able to enroll for just \$1, along with receiving a free month, free swag and other discounts.

Crunch is a gym that believes in making serious exercise fun by fusing fitness and entertainment and pioneering a philosophy of 'No Judgments.' Crunch serves a fitness community for all kinds of people, with all types of goals, exercising all different ways; working it out at the same place together.

Kyle Cowan, NAI Wheelhouse, represented the tenant in the transaction.

ELIFIN® is a commercial real estate brokerage in Baton Rouge, Louisiana. We exist to help businesses, investors, and our community flourish.

###

For additional information, please contact **Will Chadwick** at **225-368-7667**.