

Online fitness sensation Emily Skye ignites Goodlife

- Online fitness sensation Emily Skye has launched Emily Skye Ignite – a 30 minute functional group workout developed exclusively for Goodlife Health Clubs around Australia
- Emily Skye is the world’s biggest fitness identity as ranked by Facebook and Google and has an online community of over nine million followers
- The world-first partnership brings together two major Australian brands and represents an innovative step for Goodlife Health Clubs as the brand seeks to improve customer experiences and take its service offering to the next level

Online fitness sensation Emily Skye has further solidified her reign in the fitness stakes, with the launch of her exclusive fitness program – Emily Skye Ignite – in 60 Goodlife Health Clubs across Australia this week.

Building on the success of the social media star’s F.I.T program, Goodlife members can now train using Emily’s methods under the supervision and guidance of a qualified instructor; bridging the gap between the online and in-gym fitness experience.

National Group Fitness Manager, Luke Marino, said the launch of Emily Skye Ignite demonstrated another strategic pillar the brand is using to get more Australians moving.

“We know what our members love, so have worked collaboratively with Emily to ensure we successfully take her popular workout style and create something that is physically rewarding and unique to our members,” he said.

“Unlike the large majority of group fitness classes, Emily Skye Ignite is not done to the beat of the music, so participants are able to work at their own pace and intensity level rather than feeling like they have to keep up with the person in front of them.”

Ms. Skye said the launch of her group workout program was just the first step in her life-long dream to expand her global online brand to a bricks and mortar gym.

“The opportunity to develop a program like Emily Skye Ignite allows me to share my love of health and fitness with more people around Australia,” she said.

“Participants can expect to burn 300-400 calories in the 30 minute class through a mix of bodyweight, core strength and cardiovascular exercises designed to increase the heart rate and target the fat burning zone.”

A lucky few members of Emily’s ‘F.I.T Fam’ were given the chance to experience the Emily Skye Ignite program before the official launch and the response was overwhelmingly positive.

“The feedback to date has been phenomenal, so I can’t wait for the rest of Australia to experience it too,” Emily said.



Established in 2002, Goodlife Health Clubs has expanded to 76 locations across the country. Still proudly Australian owned and operated, Goodlife Health Clubs supports over 210,000 members to live healthier and more active lifestyles.

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For further information on Goodlife Health Clubs, please contact:

Lauren Faulkner, P4 Group: 0421 166 148

Jessica Hyem, Goodlife Health Clubs Communications Manager: 0412 623 746