



MEDIA RELEASE

VIRGIN ACTIVE BRINGS IMMERSIVE FITNESS TO SINGAPORE

The international health and fitness chain is the first to exclusively launch Les Mills' THE TRIP™ nationwide

SINGAPORE, 1 November 2017 – Virgin Active has claimed bragging rights to be the first in Singapore to reshape people's workout experiences with the launch of Les Mills' THE TRIP™, an immersive workout that engages the senses and hailed as the future of fitness. Designed by Les Mills, the interactive workout uses visual and audio elements to bring participants on exhilarating journeys across imaginative worlds and dimensions.

Designed to help people achieve their fitness goals in the shortest amount of time, THE TRIP™ is a 40-minute multi-peak cycling workout that uses vivid and detailed imagery splashed across a cinema-scale screen, coupled together with high tempo, pulsating music to simulate the illusion of motion, motivating people to push themselves to pedal even harder as they navigate across undulating hills, explore underwater realms and race through futuristic cities, while still seated on their stationary bikes.



The workout is inspired by cinema, live concert experiences and interactive gaming, and blends together technology and sports to create a new concept that appeals to those who are looking for exercise programmes that will engage and motivate them to dial up the intensity of their workouts.

Since opening its first club in Singapore in 2013, Virgin Active has been highly regarded for its role in changing the fitness industry and the way people exercise. Hot on the heels of Virgin Active launching its first multi-programme boutique studio earlier this year, the inclusion of Les Mills' THE TRIP™ adds to the diversity of Virgin Active's lauded and hugely popular group exercise programme, and provides its members with a new workout option that taps on the current global spinning craze and today's generational need to always be stimulated and engaged.

"We are thrilled to be bringing Les Mills' THE TRIP™ to Singapore," said Christian Mason, Managing Director, South East Asia, Virgin Active. "Virgin Active has always been proud of its extremely comprehensive group exercise programme, offering members an unparalleled selection of over 200 group exercise classes to attend each week. Many of the innovative workouts that our members participate in tend to be at the leading edge of current health and fitness trends, and are effective and engaging. THE TRIP™ will not be anything different from what members can come to expect from Virgin Active, yet we are certain that it will offer our members a few surprises that they will appreciate."

"THE TRIP™ takes advantage of what the technology of today can deliver to bring the fitness industry into the future, creating hyper-realistic worlds that participants will find themselves fully immersed in. It is the workout's potential to engage our members and make exercise irresistible to them that interested us. The launch of THE TRIP™ speaks to our dedication to offer Virgin Active club members a distinctive and best-in-class group exercise programme and we are delighted that they will be amongst the first in Singapore to experience THE TRIP™ and reap all of its benefits."



Rue She, Head of Programming, South East Asia, Virgin Active, chimed in: “Studies conducted on the physical benefits of THE TRIP™ have shown that the immersive audio-visual elements of THE TRIP™ decrease participants’ own perception of energy exerted while working out, meaning that they burn more calories in the same amount of time. The exertainment value of THE TRIP™ complements our current and extensive list of cycle offerings, which range from high performance classes such as the Stages Flight series of workouts, The Sufferfest, and SPRINT™ to music oriented workouts like RPM™ and RPM™ Virtual. Furthermore, it also opens up to us a whole new demographic, targeting those of us to do not enjoy pedalling on a stationary bike while facing a brick wall or staring at their reflection in the mirror.”

The exclusive launch of Les Mills’ THE TRIP™ is a reflection of Virgin Active’s commitment to offer its members multi-fitness experiences while creating spaces in which they can relax, exercise and socialise. THE TRIP™ is exclusively available at Virgin Active Raffles Place, Virgin Active’s first flagship club here in Singapore, and will subsequently be launched in Bangkok, Thailand later in the month of November 2017.

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About Virgin Active

Virgin Active’s first club opened in the UK in 1999 and is part of the Virgin Group, founded by Sir Richard Branson. Since then it has grown to become the leading international global health club operator with over 1.4 million members and over 250 clubs spanning four continents and ten countries (South Africa, UK, Italy, Spain, Portugal, Australia, Namibia, Botswana, Thailand and Singapore). Virgin Active’s purpose is to make exercise irresistible, by providing its members with leading expertise, superb innovation and the best clubs. For more information

about Virgin Active clubs, facilities and rates in Singapore, please visit www.virginactive.com.sg or facebook.com/VirginActiveSingapore.

For information about our clubs around the world, visit www.virginactive.com.

For further information on Virgin Active Singapore, please contact:

Alex Chen
Corporate Communications Manager, South East Asia
Virgin Active
Mobile: +65 9828 7657
Email: alex.chen@virginactive.com.sg