



## **PLANET FITNESS TO RING IN A “JUDGEMENT FREE” 2017 AS PRESENTING SPONSOR OF TIMES SQUARE’S ICONIC NEW YEAR’S EVE CELEBRATION**

**NEWINGTON, NH (DECEMBER 1, 2016)** – [Planet Fitness](#) celebrates its members every day with its Judgement Free Zone® and welcoming workout environment, and for 2017, the company is celebrating the New Year again by helping to throw the biggest party on the planet. Along with Times Square Alliance and Countdown Entertainment, Planet Fitness will take over New York’s Times Square as the exclusive presenting sponsor of the iconic New Year’s Eve celebration for the second consecutive year. Approximately one million revelers will ring in a “Judgement Free” New Year with a new and festive New Year’s Eve party hat and balloons – both in purple and yellow, the brand’s signature colors.

“We are thrilled to sponsor this legendary event and once again join the crowds in New York City and the one billion TV viewers across the country – 175 million in the U.S. alone – as we welcome a new year with optimism and enthusiasm,” said Chris Rondeau, Planet Fitness Chief Executive Officer. “At Planet Fitness, we believe that working out should be fun, affordable and, most importantly, judgement-free, and our wish for 2017 is to empower and encourage everyone – whether you’re an everyday exerciser or a first time gym goer – to achieve their goals, whatever they may be.”

As the official fitness and presenting sponsor of Times Square New Year’s Eve, Planet Fitness will have a bi-coastal presence on “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2017” with integrations in both New York City and Los Angeles. In addition, Planet Fitness will be highlighted during the official Times Square 2017 webcast, which will be live streamed on [TimesSquareNYC.org](#), [TimesSquareBall.net](#), [NewYearsEve.nyc](#) and on many other sites as well.

“As the Ball drops, we are thrilled to ring in a ‘Judgement Free’ 2017 with Planet Fitness,” said Jeffrey Straus, President of Countdown Entertainment. “Times Square New Year’s Eve and Planet Fitness will entertain and inspire millions of revelers from around the world joining us in a global celebration to welcome the New Year with hope and confidence for the future.”

“New Year’s Eve is a time to reflect on the year past and look to the year ahead, and many people think of personal fitness as part of their resolutions for the New Year, and with that we look forward to celebrating alongside our partners at Planet Fitness again this year,” said Tim Tompkins, President of the Times Square Alliance.

“We are excited to welcome back Planet Fitness as an official sponsor and broadcast partner for this year’s Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2017 – owning the health and fitness category for this incredible show,” said Greg Economou, Executive Vice President & Chief Revenue Officer for Dick Clark Productions. “Through their exciting and robust platform, Planet Fitness will surely inspire countless people as we ring in the New Year with a message of positivity, health and fitness for 2017.”

The bi-coastal celebration of “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2017” will include special performances and reports on New Year’s Eve celebrations from around the globe. America’s biggest celebration of the year will broadcast live from Times Square on Saturday, December 31 beginning at 8 p.m. ET/PT on the ABC Television Network.

Planet Fitness has revolutionized the fitness industry with extremely low prices and offers a variety of benefits including a hassle-free, non-intimidating environment called the Judgement Free Zone®, state-of-the-art cardio and strength equipment, fully equipped locker rooms, flat screen televisions, unlimited small group fitness instruction by a certified trainer and much more.

###

### **About Planet Fitness**

Founded in 1992 in Dover, N.H., Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of September 30, 2016, Planet Fitness had more than 8.7 million members and more than 1,200 stores in 47 states, the District of Columbia, Puerto Rico, Canada and the Dominican Republic. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent business men and women.

### **About Times Square New Year's Eve**

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

For more information about Times Square New Year's Eve, visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org).

To join the Times Square New Year's Eve conversation on Twitter, follow #BallDrop.

### **Times Square Alliance:**

Like on Facebook: <https://www.facebook.com/timessquarenyc>

Follow on Twitter: <https://twitter.com/timessquarenyc>

Follow on Instagram: <http://instagram.com/TimesSquareNYC>

### **About dick clark productions**

dick clark productions (dcp) is the world's largest producer and proprietor of televised live event entertainment programming with the "Academy of Country Music Awards," "American Music Awards," "Billboard Music Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest," "Golden Globe Awards," "Hollywood Film Awards," "Miss America" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance" from 19 Entertainment, a division of CORE Media Group and dcp. dcp also owns one of the world's most unique and extensive entertainment archive libraries with more than 55 years of award-winning shows, historic programs, specials, performances and legendary programming. For additional information, visit [www.dickclark.com](http://www.dickclark.com).

### **Contacts**

McCall Gosselin

Planet Fitness

Director of Public Relations

603-957-4650

[McCall.Gosselin@pfhq.com](mailto:McCall.Gosselin@pfhq.com)

For Times Square New Year's Eve

Kyle Sklerov

Rubenstein Communications

212-843-8486

[ksklerov@rubenstein.com](mailto:ksklerov@rubenstein.com)

or

Kristen Bothwell

Rubenstein Communications

212-843-9227

[KBothwell@Rubenstein.com](mailto:KBothwell@Rubenstein.com)

dick clark productions

Liz Morentin

310-255-4602

[lmorentin@dickclark.com](mailto:lmorentin@dickclark.com)