

## F45 PR Task for Halpern

### Title: How Hyrox London and F45 Training's new partnership is leading race for Boutique gyms and hybrid athletes



F45 Training, the largest chain of boutique fitness gyms in London, is the title sponsor for Hyrox London, the ultimate challenge for the hybrid athlete. This is part of a broader two-year partnership to raise the bar for functional fitness athletes by offering the exclusive F45 Hyrox Series, a one-of-a-kind workout program designed to get F45 members and Hyrox competitors at peak performance before the Hyrox London fitness competition, which will take place from May 3 to 5, 2025, at the London Olympia. This competition consists of running and eight different functional movement stations.

Unlike traditional gyms, boutique fitness studios focus on one or two specific fitness areas, such as yoga, functional fitness, or cycling. There are more than 300 boutique fitness studios across London, an increase of 17.4% compared to 2018. [Figures from the London Boutique Studio Report 2023, published by insight outfit Leisure DB](#), also show that more than half (56%) of London's adult population of 6.98 million people live within one mile of a boutique studio. Functional fitness, which includes [Hyrox, focuses on everyday movements and saw a surge in popularity: There's been a 233% year-on-year rise in Google searches for Hyrox in the UK.](#)

F45 Training workouts incorporate high-intensity interval training (HIIT), alternating between short bursts of vigorous exercise and brief rest periods, alongside endurance training. In Hyrox for instance, burpees, rowing, and sled pushes are interspersed with 1km runs, all to be completed within a specific time limit. [In London, the inaugural race in 2021 attracted 522 participants. Fast forward to 2023, and over 24,000 individuals took part across two races. Hyrox is particularly popular among those aged 35 to 39, with the London Hyrox events recording an average age of 37.](#)

There is a growing trend in the fitness industry of consumers choosing boutique studios for their workout needs. The Global Boutique Fitness Studio market grew at a [CAGR of 6.82% from 2020 to 2023. It was valued at USD 47.94 billion in 2023 and is expected to reach USD 85.90 billion in 2030.](#)

Rising health consciousness is one of the primary drivers for the boutique fitness studio market. Globally, individuals are prioritising fitness and well-being as a preventive approach to managing lifestyle-related diseases such as obesity, diabetes, and cardiovascular conditions.

F45 Training utilises proprietary technology, including a proven fitness platform that leverages a rich content database of thousands of unique functional training movements that offer members new workout experiences each day.

F45 Training and their brands F45, FS8, and VAURA are committed to supporting their expanding global franchise network in the high-growth boutique fitness category. Members will be able to train together and register for F45 Start Waves.

### **Angle for national publications**

- For a national publication like The Times, Guardian, Daily Mirror and The Telegraph
- I would focus on the benefits of boutique fitness gyms and Hyrox training with a particular focus on the growth of boutique and Hyrox, using press release data and how they represent a broader shift towards being a more health-conscious society.
- I would focus on the popularity of Hyrox races and possibly use photos of people of all different shapes and sizes participating and enjoying highlighting the accessibility
- Mention the exclusive F45 Hyrox Series, a one-of-a-kind workout program designed for F45 members and Hyrox competitors.
- I would get them two interviewees, a 'newbie' to F45 style/Hyrox training that has a look that is easy to sell, such as someone older (45+), disabled/rehabbing injury.
- The second interviewee would be an F45 training coach from one of the London based gyms to talk about why the new training series will be effective and what people enjoy about functional fitness at F45 gyms

- For broadcast channels like sky or ITV i would pitch this story closer to the event and and give them access to F45 classes to allow for better treatment for the story

### **Angle for consumer publications**

- For consumer publications like Mens and Womens health, Muscle and Health Magazine.
- For these consumer fitness magazines, the best angle would be framing the partnership as giving people an easy access opportunity to experience high level Hybrid athlete training that will prepare them for a Hyrox race.
- These magazines are aimed at people who are already into their fitness so going into detail about what HIIT training and examples of workouts for Hyrox and the different areas of fitness that need to be focused on achieve a better performance at Hyrox and other cross fit competitions
- An interview with a highly experienced Hyrox athlete and coaches who can talk about what it takes to be really good at hyrox
- F45 coaches who helped come up with the Hyrox series in order to keep the client involved directly and they can also give advice on how people who are coming from other forms of training can adapt to hyrox and how their specialised equipment and workouts are unique and can offer a better experience than most other gym s

### **Angle for trade publications**

for trade publications like Fitness Health Club Magazine, gym owners monthly and workout.com

I would focus on the partnership furthering the market reach of F45 Training and how this partnership takes full advantage of consumer trends towards boutique training and holistic health in general

I would also highlight the financial benefits of offering functional and Hybrid training as they are growing markets that are encouraging more people to get into gyms and sign up for memberships

I would try and find an owner of F45 franchises globally to discuss other things the partnership with Hyrox is looking to achieve over the 2 year period

I would also mention how the growth of Hyrox in popularity has made more people interesting in combining multiple forms of training

### **Journalist I would Pitch to**

**Matt Ford Assistant Producer at Sky Sports News** as a producer for sky he would be directly involved in putting together a story for broadcast so it would be easier to pitch closer to the race in May especially if he could be given access to an F45 location and be given recording permission it would allow for better treatment. Pitching to early career journalists with an exclusive and a strong interview angle such as an older Hyrox competitor would be great for his editors and senior producers and make it much harder for him to refuse the story. especially, if we pitched this at the right time, he would be more willing to go the extra mile to make the story his own because sky sports has not covered Hyrox or functional fitness recently.

**Jacob Evans BBC New Reporter (print)** The BBC has covered Hyrox and functional fitness stories before and they clearly like them when they have strong angles from older individuals to the benefits of functional fitness. Jacob has written a story about hyrox before so he is familiar with Hyrox and would possibly be interested if he had a new angle to focus on.

**Nina McLaughlin, Social Editor at Joe Media** Joe media often focuses on stories with interesting angles and they are digitally focused which can be advantageous for the treatment of the F45 story and due to the intense nature of the event. JOE covers sports, fitness, health, and training content, making it a natural fit for a story about Hyrox and F45. Their fitness section often includes features on new workout trends, challenges, and interviews with athletes and trainers meaning they'd likely be interested in a piece about Hyrox's growth and how F45 is making it more accessible. As the social editor she would have a lot creative ways to make this story more appealing to their audience of primarily gen z, especially if they are into their fitness and because of the Hybrid athlete and Hyrox being such a big trend she would be interested in the engagement a story like this could have for Joe Media.

**Ewan Harkness Sports and Community reporter for The Telegraph** The Telegraph has a well-educated, middle-to-upper-class readership, many of whom are fitness-conscious professionals. This audience is more likely to invest in boutique fitness memberships like F45 and be interested in structured training programs like Hyrox. As a national broadsheet, it offers credibility and exposure to a well-informed, affluent audience that values performance-based fitness. Ewan and I have a personal relationship meaning it would be

easier to get him on board especially as he is still early in his career and an exclusive like this would be good for his career.

**Peta Bee Health and Fitness Journalist** The Telegraph Peta Bee regularly writes about fitness trends and health topics. Her recent article, "Weightlifting: how to get started (however strong you are)," [thetimes.co.uk](https://www.thetimes.co.uk) demonstrates her interest in accessible fitness initiatives, making her a suitable contact for the F45-HYROX partnership. *The Times* has a slightly older, more affluent readership, focused on premium lifestyle, fitness, and business trends.

**Anna Kessel Sports Writer and Journalist** Anna Kessel has a strong focus on women's sports and fitness. As the co-founder of Women in Football and author of "Eat, Sweat, Play," she advocates for inclusivity in sports. Her background aligns with promoting events like HYROX that encourage community participation.