



For Immediate Release

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## **UFC GYM® and UFC FIT® to Offer Extended Black Friday and Cyber Monday Promotions Throughout the Holiday Season**

Newport Beach, Calif. – Nov. 28, 2022 – [UFC GYM®](#), the first major brand extension of UFC®, is putting fitness at the top of the holiday shopping list with a variety of exclusive deals and promotional offerings, available now through Saturday, Dec. 3.

UFC GYM® will offer extended Black Friday and Cyber Monday savings on select products and memberships, including:

- Apparel Sale, a variety of apparel will be on sale at select locations on Cyber Monday, Nov. 28;
- Personal Training Deals, including an annual recovery pass with unlimited recovery sessions for an entire year, priced at \$799; four, eight or 12 personal training sessions for \$49 each; and buy-12-get-three-free, buy-24-get-six-free or buy-30-get-nine-free for all personal training sessions. These offers are only redeemable on Cyber Monday, Nov. 28. Some exclusions may apply;
- Membership Deal, new members may sign up for a complimentary UFC GYM® and UFC FIT® membership through the end of 2022 with no enrollment or additional fees. Participants must pay the previous month's dues and register from now until Tuesday, Nov. 29;
- Strength Through Recovery, discounts on select Hyperice devices at select locations, available now through Saturday, Dec. 3. Some exclusions may apply;
- Youth Deal, a complimentary youth membership through the end of 2022 with no enrollment fees.

For a complete list of participating UFC GYM locations across the U.S., please visit <https://bit.ly/UFCGYMBlackFriday2022>. For participating UFC FIT locations, please visit <https://bit.ly/UFCFITBlackFriday2022>.

UFC GYM® was the first to unite the benefits of MMA with fitness. The brand's TRAIN DIFFERENT® approach provides members with the ultimate fitness experience and programming that secures results for all ages and training levels. With 160 locations opened and 500 additional locations currently in development globally, UFC GYM® has revolutionized the fitness industry and positively impacted countless lives worldwide. For more information, please visit [www.ufcgy.com](http://www.ufcgy.com) or [www.ufcfit.com](http://www.ufcfit.com).

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### **ABOUT UFC GYM®**

UFC GYM® is the first major brand extension of UFC®, the world's premier MMA organization, created in alliance with New Evolution Ventures™ (NeV), developers of many of the world's most successful fitness brands. As the first to unite the benefits of MMA with fitness, the brand is not what you expect, and more than you can imagine. UFC GYM's TRAIN DIFFERENT® approach provides members with the ultimate

fitness experience and programming that secures results for all ages and training levels. With 160 locations opened and 1,000 additional locations currently in development globally, UFC GYM has revolutionized the fitness industry and positively impacted countless lives worldwide. In addition to its corporate-owned clubs, UFC GYM offers the opportunity to own and operate a franchise domestically and internationally through the UFC GYM® or UFC FIT® model. For franchise information, contact [franchiseinfo@ufcgym.com](mailto:franchiseinfo@ufcgym.com) or visit [UFCGYMfranchise.com](http://UFCGYMfranchise.com). For more information, please visit [UFCGYM.com](http://UFCGYM.com) or [UFCFIT.com](http://UFCFIT.com). Follow UFC GYM on Instagram and Twitter @UFCGYM, [Facebook.com/UFCGYM](https://Facebook.com/UFCGYM), and [youtube.com/UFCGYM](https://youtube.com/UFCGYM).

### **About UFC®**

UFC® is the world's premier mixed martial arts organization (MMA), with more than 688 million fans and 198 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world, while broadcasting to nearly 900 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 75 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is owned by global entertainment, sports and content company Endeavor, and is headquartered in Las Vegas, Nevada. For more information, visit [UFC.com](http://UFC.com) and follow UFC at [Facebook.com/UFC](https://Facebook.com/UFC), Twitter, Snapchat, Instagram and TikTok: @UFC.

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