

# CHARLESTON REGIONAL BUSINESS JOURNAL

## National fitness chain opens second Charleston location — with plans for more

**A** national fitness chain has opened its second Charleston-area location — with plans to open more.

Iron Tribe Fitness has opened at 601 Meeting St. in the city's Upper Peninsula district, according to an Iron Tribe news release. The 3,500-square-foot gym provides individualized coaching to group classes, as well as fully customized semi-private personal training options.

Having first entered the Charleston market 10 years ago in Mount Pleasant, this marks the brand's second area gym, according to the release. According to founder and CEO Forrest Walden, the new gym is part of a broader expansion initiative that expects to see Iron Tribe Fitness open two to three more locations in the area over the next few years.



"Charleston is such a vibrant community, we love the people, and we see a growing population more self-aware of the importance associated with living a healthy lifestyle," said Walden in the release. "At Iron Tribe Fitness, we're committed to helping busy men and women get the most out of every workout and have a great time in the process. We couldn't be more excited about our continued growth in the area and we look forward to helping even more people in the community reach their health and fitness goals."

Ranked one of the top five best workouts in the nation, Iron Tribe Fitness offers two workout options to help clients of all experience levels reach their goals with a completely personal approach, the release stated. The first is a 45-minute functional training group class that is limited to 16 participants. The second is hands-on, semi-private training that customizes every aspect of one's fitness and nutrition journey.

"When you take a class at Iron Tribe, you don't get the option to slack off. Similar to athletic training, you get accountability from trainers and strangers who can become friends," said Walden. "Classes are for anyone at any level, and the real competition is with yourself."

The local expansion announcement comes at a time when Iron Tribe Fitness is looking to expand its footprint with new franchisees primarily across the southeastern United States, the release stated. With nearly 29 gyms currently in eight states, more than two-thirds of which are owned and operated by franchisees, Iron Tribe Fitness intends to open at least five new locations nationwide in 2023 and as many as 5-10 each year thereafter.