

CLUB INDUSTRY

Iron Tribe Fitness Maintains Impressive Brand Momentum in the First Half of 2023

This year is shaping up to be another impressive one for Iron Tribe Fitness. The Birmingham-based fitness franchise today announced a momentous first half of 2023 of new gym openings, lease signings, new development deals, franchisee milestones, philanthropy, and team development.

“To say we’re pleased with our performance thus far this year would be a considerable understatement, especially as the brand continues to fire on all cylinders across multiple facets of our business,” said Iron Tribe Fitness founder and CEO Forrest Walden. “None of this would be possible without our incredible franchisees, who remain the heart and soul of Iron Tribe Fitness. They’re one of the main reasons our brand has become one of the most-trusted franchises in the multi-billion-dollar fitness industry, and why we continue to look to the coming months and years with so much excitement and optimism.”

Highlights across the Iron Tribe Fitness network from January to June 2023 include:



- **New Openings & Lease Signings**

Iron Tribe Fitness opened its newest gym in Charleston, South Carolina’s burgeoning Upper Peninsula district. In addition, leases have been signed for two gyms in Nashville, Tennessee and one in Auburn, Alabama. All three of the gyms are expected to open by the end of the year.

- **Development Deals**

Iron Tribe Fitness signed two separate franchise agreements which will bring four total gyms to West Central Florida. The new deals add to Iron Tribe’s existing commitments in Alabama, South Carolina and Tennessee as the brand continues its franchise expansion efforts throughout the Southeast.

- **Franchisee Milestones**

Six Iron Tribe Fitness gyms celebrated their 10-year-anniversaries during the first half of the year. Those gyms have been proudly serving their members in Belle Meade, Tennessee; Cool Springs, Tennessee; Hoover, Alabama; Huntsville, Alabama; Johns Creek, Georgia; and Southend, North Carolina.

- **Workout for Water**

Iron Tribe Fitness hosted its 13th annual Workout for Water in Birmingham, Alabama; Huntsville, Alabama; Nashville, Tennessee; and Baton Rouge, Louisiana. The high-energy fitness event raised more than \$400,000 for those who lack access to clean and living water in North Africa and Asia. To date, Workout for Water has raised \$5.6 million dollars.

- **TribeCon & CoachCon**

In March, Iron Tribe Fitness hosted nearly 70 franchisees, managers, trainers, and vendors from around the country at its 13th annual franchise conference, TribeCon. Most recently in June, more than 85 Iron Tribe coaches attended the 2nd annual CoachCon, which is intended to educate, inspire, and encourage growth amongst all the staff.

For more information about Iron Tribe Fitness, visit www.irontribefitness.com.