

# Patch

## LEXINGTON, KY

### Iron Tribe Fitness Targets Lexington for Brand Expansion

**Iron Tribe Fitness** – a burgeoning fitness franchise that Men’s Journal has called one of the top five workouts in the nation – is eyeing Lexington as part of its next wave of expansion. The company recently announced plans aiming to open 2-3 area gyms over the next few years.

The local plans are part of a broader expansion initiative that also identifies Louisville and Bowling Green as prime markets for growth in Kentucky.

Iron Tribe Fitness currently has one gym in Kentucky, a northeast Louisville location that opened in 2015.



"There's a tremendous amount of opportunity in the fitness space, but no one else is doing what we are doing on the same scale, and that's attracting a lot of attention," said Iron Tribe Fitness founder and CEO Forrest Walden. "We have our eyes on the future and look forward to rapidly expanding and consistently adding to the Iron Tribe Fitness family in Kentucky."

Iron Tribe Fitness offers two exciting and effective workout options to help clients of all experience levels reach their goals with a completely personal approach. The first is a 45-minute functional training group class that is limited to 16 participants, taught by at least one highly trained coach, and changes each day. The second is hands-on, semi-private training (5-person sessions) that customizes every aspect of one's fitness and nutrition journey.

Both offerings are aimed at taking one's strength, conditioning, and skill to the next level.

"Iron Tribe is more than a gym. We are a tribe of members. Our team training model puts each member at the center of the action. Nobody is ever left out or feels alone. Our workouts are designed to be intensive and competitive, but in a good way," said Walden. "It's through our environment and culture that Iron Tribe Fitness helps transform bodies so successfully."

To augment the announced expansion, Iron Tribe Fitness is looking for franchise partners who have a passion for all things health and wellness, and who share the company's purpose of creating fitness communities that change lives. Including a franchise fee of \$50,000, the total initial investment to open a 3,500-4,000 square-foot gym ranges from \$360,750 to \$544,250.

For more information, please visit [www.irontribefitness.com](http://www.irontribefitness.com).