

# Planet Fitness To Take Over Times Square With 'Judgement Free' New Year's Eve Celebration

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**Planet Fitness, one of the largest and fastest-growing fitness centers in the U.S., signs on as exclusive New Year's Eve presenting sponsor**

**Company encourages people to live a 'Judgement Free' 2016; offers fans a chance to win a VIP New Year's Eve experience in New York City**

NEWINGTON, N.H., Nov. 9, 2015 -- [Planet Fitness](#), one of the largest and fastest-growing franchisors and operators of fitness centers in the United States, announced today that the brand known for its Judgement Free Zone®, non-intimidating atmosphere and affordable prices, will be the presenting sponsor of the Times Square New Year's Eve Celebration. In cooperation with Times Square Alliance and Countdown Entertainment, Planet Fitness will ring in a 'Judgement Free' 2016 with over one million attendees in Times Square and more than one billion television viewers worldwide.

"At Planet Fitness, our mission is to provide everyone with a welcoming and encouraging environment where they can feel comfortable pursuing a healthier lifestyle, at a cost that everyone can afford," said Chris Rondeau, Planet Fitness chief executive officer. "There is no better time than New Year's Eve to inspire people to live a 'Judgement Free' 2016 and reach for their goals, regardless of their fitness level, and with more than 1,000 clubs system-wide, anyone can kick off the New Year right with Planet Fitness."

Times Square will become a sea of purple and yellow when Planet Fitness hands out thousands of branded hats and balloons in its signature colors on New Year's Eve. Additionally, Planet Fitness is offering two lucky winners the chance to be a part of the festivities with a special VIP experience – two grand prize winners, each with one guest, will have the opportunity to attend the official Times Square New Year's Eve party at the Hard Rock Cafe New York, and receive roundtrip airfare, hotel and transportation. Participants can enter through Facebook or Twitter, by commenting on the special sweepstakes post found on [Planet Fitness' Facebook page](#) or by going to the [Planet Fitness Twitter page](#) and retweeting the special sweepstakes Tweet that includes the hashtag #PFNYE. For terms and conditions and additional prize options, please visit [PlanetFitnessSweepstakes.com](#).

As the official fitness and presenting sponsor of Times Square's New Year's Eve, Planet Fitness will also be featured on "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2016." In addition, Planet Fitness will be showcased throughout the official Times Square 2016 webcast, which will be live streamed on [TimesSquareNYC.org](#), [TimesSquareBall.net](#), [NewYearsEve.nyc](#) and on many other sites.

"Times Square New Year's Eve is thrilled to partner with Planet Fitness, a company that knows

and understands 'fun', and together host one of the world's most popular celebrations," said Jeff Straus, President of Countdown Entertainment. "Revelers can expect a unique experience unlike any other in the world, and a strong, rejuvenating start to 2016."

"New Year's Eve has always been a time of new beginnings, and for many people fitness is a part of that, so this partnership with Planet Fitness is perfect for us," said Tim Tompkins, President of the Times Square Alliance.

"We are thrilled to welcome back Planet Fitness as an official sponsor and broadcast partner – owning the health and fitness category – for this year's Dick Clark's Rockin' Eve with Ryan Seacrest 2016," said Greg Economou, Executive Vice President & Chief Revenue Officer for Dick Clark Productions. "As a result of their powerful and dynamic NYRE partnership platform, Planet Fitness will surely inspire and motivate people as we ring in the New Year with a message of happiness, health and fitness for 2016."

The bi-coastal celebration of "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2016" will include hours of special performances and reports on New Year's celebrations from around the globe. America's biggest celebration of the year will take place live from Times Square on Thursday, December 31 beginning at 8 p.m. ET/PT on the ABC Television Network.

Planet Fitness has revolutionized the fitness industry with extremely low prices and offers a variety of benefits including a hassle-free, non-intimidating environment called the Judgement Free Zone®, state-of-the-art cardio and strength equipment, fully equipped locker rooms, flat screen televisions, unlimited small group fitness instruction by a certified trainer and much more.

### **About Planet Fitness**

Founded in 1992 in Dover, N.H., Planet Fitness (NYSE: [PLNT](#)) is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. With more than 1,000 locations in 47 states and the District of Columbia, Puerto Rico, and Canada, Planet Fitness' mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent business men and women.

### **About Times Square New Year's Eve**

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

For more information about Times Square New Year's Eve, visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org). To join the Times Square New Year's Eve conversation on Twitter, follow #BallDrop.

### **Times Square Alliance:**

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**Times Square Ball:** [www.TimesSquareBall.net](http://www.TimesSquareBall.net)

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### **About dick clark productions**

dick clark productions (dcp) is the world's largest producer and proprietor of televised live event entertainment programming with the "Academy of Country Music Awards," "American Country Countdown Awards," "American Music Awards," "Billboard Music Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest," "Golden Globe Awards," "Hollywood Film Awards" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance" from 19 Entertainment, a division of CORE Media Group and dcp; "World's Funniest" from Jukin Media and dcp; as well as "BOOM!" from Keshet DCP, the joint venture between Keshet International (KI), the global distribution and production arm of Keshet Media Group and DC Media, the parent company of dcp. dcp also owns one of the world's most unique and extensive entertainment archive libraries with more than 55 years of award-winning shows, historic programs, specials, performances and legendary programming. For additional information, visit [www.dickclark.com](http://www.dickclark.com).

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