

Press Release
City of Perris

Date: February 12, 2020
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FOR IMMEDIATE RELEASE

PERRIS WELCOMES PLANET FITNESS TO CITY IN RIBBON CUTTING EVENT

PERRIS, Calif. (February 12, 2020) — The City of Perris participated in a ribbon cutting ceremony for Planet Fitness in the Plaza de Perris shopping center on Tuesday, February 12, 2020.

The fitness center, which is opened 24 hours a day, welcomed Mayor Michael M. Vargas to its ribbon cutting ceremony. Also in attendance were In attendance for the grand opening of Plaza de Perris were City of Perris Mayor Michael M. Vargas, Council Member Malcolm Corona, Perris City Manager Richard Belmudez, Assistant City Manager Clara Miramontes, Assistant City Manager Isabel Carlos, Interim Director of Administrative Services Saida Amozgar, and representatives from Assembly Member Jose Medina’s office of the 61st District and representatives from the office of Senator Richard Roth of the 31st district.

“It’s always a pleasure to welcome new businesses to our city,” said Vargas. “One of the biggest benefits of this facility is that it’s open 24 hours, so our residents can literally work out and stay in shape anytime.”

Mayor Vargas said this is right on par with other goals for healthy living throughout the City.



“This stays consistent with Live Well Perris, eating healthy and having an active lifestyle,” said Vargas.

This franchise owned Planet Fitness is the 22nd location within the franchise group, Saber Fitness, with 18 in southern California and fourth in the northern parts of the state.

“We are so excited to be opening a Perris location today and to have such a great turnout from the community,” said Lauren Krebs, VP of Marketing Operations for Saber Fitness. “We are all about people here at Planet Fitness and we are looking forward to building community and customer relationships.

Planet Fitness was founded in 1992, in Dover, NH by brothers Michael and Marc Grondahl. In the beginning, the gym had heavy free weights, juice bars, group exercise classes, daycare and more. It was essentially a place where the fit got fitter, and like every other gym in its small hometown, it was fighting for the same customer by catering to the approximately 15-20% of the population in the U.S. who worked out and belonged to a health club.

In 1993, the Grondahl brothers hired Chris Rondeau, Planet Fitness' current CEO, to work the front desk. Rondeau and the Grondahls quickly recognized that there was a greater opportunity to serve a much larger segment of the population. They asked themselves, "Why does 80-85% of the population not belong to a gym?" The answer? First-time and casual gym users didn't like the "look at me" attitudes and behaviors found in typical gyms, and they didn't want to have to pay a lot of money to give fitness a try.

So together they completely changed the gym environment, both in attitude and format, creating the non-intimidating, low-cost model that has revolutionized the gym industry. Planet Fitness became known as the "Judgement Free Zone®" – a welcoming and friendly community where people could feel comfortable regardless of their fitness level. It also offers a distinct club experience, offering members a large selection of high-quality, brand name cardio, circuit and weight-training equipment for all fitness levels, including first-time and casual gym users at an exceptional value for members.



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