**ANYTIME FITNESS PROVIDING DAILY SUPPORT FOR LOCAL COMMUNITIES DURING SAFER AT HOME EXTENSION**

**Area gyms encouraging us to stay active with an online accountability group while supporting local businesses**

SOUTHERN WISCONSIN (April 30, 2020) – With the recent extension of Wisconsin’s Safer at Home order, it is unclear when gyms in Wisconsin will be able to reopen. In the meantime, Anytime Fitness of Southern Wisconsin is offering Wisconsinites virtual support to stay connected and on track with their health goals. Andy Gundlach, owner of the 33 locations that make up Anytime Fitness of Southern Wisconsin, started the [Anytime Fitness Healthy at Home Challenge](https://www.facebook.com/groups/207783926991535/) Facebook group in March to encourage members of the community to continue their fitness routine while abiding by the Safer at Home order. Gundlach’s team posts a daily workout to the group, and participants are encouraged to share a sweaty selfie for the chance to win a prize that supports local businesses in their communities. Since the group begin, it has grown to include more than 1300 members and has awarded $500 worth of local gift cards to prize winners.

Under Safer at Home, going to the gym is off-limits, yet most people would benefit from keeping their regular exercise routine, especially in times of high stress. "Regular movement and exercise can help decrease stress, improve your mood, and encourage better sleep. In times of uncertainty, like what we're currently experiencing, it is essential to implement movement into your daily routine," says Ryan Campbell, Training Specialist for Anytime Fitness of Southern Wisconsin. To that end, Anytime Fitness of Southern Wisconsin is posting daily workouts that can be done at home with little to no equipment. New workouts are posted seven days a week, and participants can also browse and select from more than 45 previous workouts available in the Facebook group.

"Lots of health clubs out there are offering at-home workouts or virtual training in response to the need to temporarily close due to COVID-19," Gundlach explained. "What makes this group unique is the community aspect. It's more than just a daily workout; it's the support, motivation, accountability, and encouragement from your teammates. It gives a sense of normalcy in this unprecedented time in which we are living."

Gundlach is also offering a weekly prize, drawn at random, to someone who posts an after-workout selfie. As a small business owner, Gundlach understands the importance of supporting local businesses. Each week he purchases $100 in gift cards to local businesses of the winner’s choice for the winner. Since the prize drawings began, there have been five winners who have supported businesses like J&D Care Care LLC of Janesville, WI, Vince’s Pizza and Pancho and Lefty’s of Monroe, WI, Java Cat of Madison, WI, and Rosie’s Coffee Bar and Bakery and Monona Bakery and Eatery of Monona, WI among others.

People are sharing more than just their #sweatyselfies for their chance to win a prize. Pets and kids are cheerleaders and workout buddies. Laundry detergent, jugs of cat litter, and cases of beer are substitutes for weights. Group members are finding time for the daily workouts and establishing new at-home routines, and the overwhelming sense of community and togetherness underlies the entire group. Comments such as, “I am grateful for this support page to hear others are also struggling with working out at home....makes me feel better and normal. I miss the gym so much!” (Kelly M.) and “With all the support and positive attitudes and just wanting to stay healthy, it's not like being at the gym but everybody here is wonderful and I just wanna say thank you,” (Katherine D.) reiterate the importance of community at this time, even if can only be online and not at the gym.

To join the Anytime Fitness Healthy at Home Challenge Facebook group, search for [“Anytime Fitness Healthy at Home Challenge”](https://www.facebook.com/groups/207783926991535/) on Facebook. This group is open to the public. You do not need to be a member at Anytime Fitness to join. For more information on Anytime Fitness, please visit [www.anytimefitness.com](http://www.anytimefitness.com/) or email afcustomercare@gmail.com.

About Anytime Fitness of Southern Wisconsin

We get the health and fitness industry can be confusing and overwhelming, which is why we offer you a free consultation and free personal training experience to learn how to become healthier. Our trainers have helped thousands of people in Southern Wisconsin get healthier and happier by taking the guess work out of achieving their goals. Don’t change who you are to fit in at a different gym; come to Anytime Fitness and be YOU, healthy and happy.