



HIGH SCHOOL SUMMER PASS™

FREE SUMMER MEMBERSHIP

Background:

- On May 2, Planet Fitness is announcing High School Summer Pass – a nationwide initiative that allows high school students to workout for free in any Planet Fitness location in the U.S. and Canada all summer long from May 16–August 31.
- The program, previously known as Teen Summer Challenge, is back again this summer after a 2-year hiatus due to COVID.
- In the summer of 2019, 925,000 teens completed more than 5.5 million workouts.
- Planet Fitness operates in all 50 states and has more than 2,200 locations. About 25 percent of Planet Fitness facilities are located in underserved, lower-income communities.

Why is This Important? Teens are Facing Mental and Physical Health Challenges:

- Less than 15% of teens were meeting the daily physical activity recommendation during the pandemic*
- Teen screen time doubled from pre-pandemic estimates of 3.8 hours per day to 7.7 hours per day (does not include virtual learning)**
- 81% of teens say mental health is a significant issue among youth in the U.S. and 64% of teens believe that the experience of COVID-19 will have a lasting impact on their generation's mental health ***
- Nearly 1 in 3 parents say their children's mental health is worse now than it was before the COVID-19 pandemic****

Help Us Spread the Word And Get High Schoolers Active in Your States!

How you can help:

- Send information to state Education and Health leaders to share via their relevant channels
- Send information to School Superintendents and/or Physical Education teachers
- Share on your social media (Planet Fitness can help provided content if needed)
- Beginning May 2, visit planetfitness.com/summerpass for more information ◦

Contact Information:

For more information or to discuss High School Summer Pass, please contact
McCall Gosselin, Planet Fitness SVP of Communications & CSR, and
Becky Zirlen, Director of Public Relations, at HSSP@pfhq.com

This is confidential information. We kindly ask that you do not share this information until after May 2.

*Journal of the American Medical Association (JAMA) Open Network, 2021

**Journal of the American Medical Association (JAMA) Pediatrics, 2021

***Survey commissioned by National 4-H Council and conducted by The Harris Poll, 2020

****Kaiser Family Foundation Poll, 2021