



FOR IMMEDIATE RELEASE

BLU by ThriveWell™ Opens Doors to Fort Lauderdale's First Longevity-Focused Health & Wellness Facility

Fort Lauderdale, FL – October 6, 2025 – ThriveWell is proud to announce the grand opening of **BLU by ThriveWell™**, a 20,000 sq. ft. facility designed to help people live longer, healthier, and more purposeful lives. The ribbon-cutting ceremony will take place on Wednesday, October 8, 2025, beginning at 4:00 pm, at 1709 East Commercial Boulevard, Fort Lauderdale, FL 33334.

BLU represents a first-of-its-kind model in Fort Lauderdale, merging evidence-based longevity medicine, advanced fitness technology, and holistic wellness under one roof. The center integrates physician-led programs, cutting-edge diagnostics, advanced recovery therapies, and innovative training methods, creating a comprehensive path to health optimization.

"BLU was designed to be more than a facility; it supports a longevity community that will redefine how we view health and wellness," said Dr. Gordon Chen, co-founder of **BLU by ThriveWell™**. *"By combining medical expertise, advanced fitness solutions, and whole-person wellness, we empower people to thrive at every stage of life."*

Event Details:

- **What:** Ribbon Cutting Ceremony for BLU by ThriveWell
- **When:** Wednesday, October 8, 2025 | Beginning at 4:00 pm
- **Where:** 1709 E Commercial Boulevard, Fort Lauderdale, FL 33334
- **Who:** **BLU by ThriveWell™** leadership, local dignitaries including **Mayor Dean Trantalis**, and representatives from the Fort Lauderdale Chamber of Commerce, along with community partners

Opportunities for Media:

- Ribbon cutting with **BLU** executives and local leaders
- Experience **BLU's** immersive stations – tour of the facility - advanced health and fitness technology
- Interviews with leadership on the future of longevity and wellness

About **BLU by ThriveWell™**



BLU by ThriveWell™ is a 20,000 sq. ft. health, wellness, and longevity center in Fort Lauderdale designed to help people live longer, healthier, and more purposeful lives. As the first facility of its kind, **BLU** combines evidence-based longevity medicine, advanced fitness technology, and holistic wellness practices in one seamless experience. Every program is guided by the 5 Drivers of Health and Wellness® — Personal, Community, Physical, Nutritional, and Spiritual — ensuring a comprehensive and transformative approach to well-being.

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