Xercise4Less Zumba's Its Way to Success in Glasgow With Opening of New City Centre Gym

Thursday 30 April, 2015

The people of Glasgow were treated to a Zumba class like no other this morning as award-winning budget gym operator, Xercise4Less, marked the opening of its new £1million Glasgow gym, in the heart of the city centre.

Characters from Disney's Frozen and a minion from Despicable Me took to Sauchiehall Street this morning to show Glasgow shoppers just how to move to the Zumba beat.

Ahead of the opening, which took place at 10am, a crowd of eager gym bunnies lined the streets outside the gym in the hope of getting their hands on one of 100 balloons which were released containing an array of prizes, from a free day pass to free protein.

The Glasgow Xercise4less club brings the budget gym operator's total investment in Scotland to £6million. The Group already operates four clubs in Scotland, including Edinburgh, Falkirk, East Kilbride and Renfrew.

New general manager in Glasgow, Charlene Cooper is one of 30 new local recruits brought in to operate the new gym. She joined her team in celebrating the official opening.

Charlene said: "This is a very proud day for me and the team here. We are ecstatic to finally be able to welcome members through the doors. The team have worked extremely hard over the last few weeks to make sure the gym equipment looks fantastic ready for our new members, and from the response we've had today it proves it has all been worth it."

The Xercise4Less Glasgow club is located on Cambridge Street and boasts a number of trademark fitness zones including cardio, free weights, combat and a ladies only area, plus a large fitness studio that features over 40 free classes per week. Membership starts from just £9.99 per month.

Regarded as 'the people's gym', Xercise4Less now boasts 27 clubs across the UK with 210,100 members and is set to launch up to 30 more clubs by the end of the year. The chain operates across the UK in regions including the North East, Yorkshire, North West and the Midlands.

For more information about classes, timetables, offers and to register your interest visit the **Xercise4Less Glasgow gym website**, like onFacebook or follow on Twitter.

-Ends-

Related Sectors:

Sport ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk