**EMBARGOED UNTIL:** December 8, 2021

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**STUDY HIGHLIGHTS:**

**24 Hour Fitness and University of Pennsylvania’s Behavior Change for Good Initiative Release Findings in *Nature* from Major Behavioral Science Study**

**On What Really Motivates People**

**The Study**

The Behavior Change for Good (BCFG) initiative at the University of Pennsylvania created the 28-day workout rewards program, StepUp, which simultaneously tested 53 inexpensive, scalable, science-based strategies aimed at building exercise habits among 60,000+ 24 Hour Fitness club members. 45% of the strategies tested significantly increased gym check-ins during the program.

Highlights from the strategies tested include:

* **Just the Basics:** The most basic version of the program prompted club members to plan their weekly gym visits, sent them text messages prior to scheduled workouts, and offered 300 points for each gym visit ($0.22 redeemable on Amazon). This alone produced a 9% boost in gym visits
* **A Bonus for Returning After a Missed Workout:** Club members who missed a scheduled workout received a 125 point bonus ($0.09 redeemable on Amazon) the next time they visited the gym, and this was built on top of the basic program (which prompted planning, sent reminders and offered points for exercise). This version of the StepUp program produced a 27% boost in gym visits
* **Supercharged Rewards:** Club members earned nearly $2.00 for each gym visit, and this was built on top of the basic program. This version of the program yielded a 25% boost in gym visits
* **Conveying That Exercise is a Trend:** Club members were informed that the majority of Americans exercise and that the number was increasing in addition to getting the basic program. This version of the program produced a 24% boost in gym visits

The BCFG Initiative is led by Angela Duckworth, the Rosa Lee and Egbert Chang Professor at the University of Pennsylvania, and Katherine Milkman, the James G. Dinan Professor at the Wharton School of the University of Pennsylvania.

**About The Behavior Change for Good Initiative**

The Behavior Change for Good Initiative (BCFG) at the Wharton School and School of Arts and Sciences of the University of Pennsylvania unites a world-class, interdisciplinary team of over 100 behavioral science experts (including two Nobel Laureates, four MacArthur Genius Award winners, and numerous members of the National Academy of Sciences) with leading organizational partners to help advance the science and practice of behavior change. BCFG identifies what works at scale by conducting mega-studies (massive random-assignment A/B tests), which simultaneously test the BCFG Scientific Team’s best ideas for changing a target behavior. This approach gives BCFG the power to understand which strategies work best overall, what works best for whom, and how to most effectively use behavioral science to transform people’s lives for the better. To learn more, visit <https://bcfg.wharton.upenn.edu/>

**About 24 Hour Fitness**

Celebrating over 35 years as an industry leader, 24 Hour Fitness helps to transform lives every day through fitness. Clean and spacious clubs, furnished with a wide variety of strength, cardio, and functional training equipment, offer a welcoming environment for members to take part in professionally coached fitness programs. Group exercise and cycle rooms feature a popular array of live classes, helping inspire every member to lead a healthier, happier life. As an ongoing part of the company’s investment in technology and innovation to enhance the member experience, the 24GO® personalized fitness app helps everyone keep healthy anytime, anywhere. The app provides touch-free club check-in as well as hundreds of on-demand workouts to support fitness at home or in the club. It also serves as a gateway to 24GO Plus™, a current premium digital subscription featuring customizable Smart Workouts, audio coaching, access to more than 50 weekly, live-coached virtual group training sessions and more. 24GO Plus™ is included currently at no extra cost with 24 Hour Fitness membership. 24 Hour Fitness also offers the 24GO TV™ workout channel, with free streaming content available 24/7 through the 24GO® app and on YouTube. To learn more about us, visit [www.24hourfitness.com](http://www.24hourfitness.com)

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