



“ Defined Fitness is going above and beyond to ensure the health and safety of their members”

Albuquerque, NM – New Mexico’s own Defined Fitness is making a statement to central New Mexico residents that they are prepared to reopen and members should feel safe returning to their regular fitness routines by releasing their entire COVID-19 Operations Plan. As the industry leader in health and fitness in New Mexico, Defined Fitness is taking the lead in setting high standards for businesses to safely reopen.

Today, Defined Fitness released its gold standard COVID-19 Operations Plan for members to safely return to their regular fitness routines on May 15th. Although Defined Fitness clubs have been closed, Defined Fitness has been actively focused on how to relaunch their Defined Fitness clubs safely for members and our New Mexico community.

“We have done extensive research, engaged industry experts and leveraged our contacts in countries across the globe. Through this process they have secured the top cleaning technology and have adopted the best cleaning practices available,” said Mark Fisher, CEO of Defined Fitness.

These efforts have been combined into the Defined Fitness Defend Your Health Reopening Plan, and they are prepared to deliver a new gold standard in member and staff cleanliness and safety.

“Health and fitness is our core focus at Defined Fitness which is why our operations plan goes beyond industry and government standards. Our Defend Your Health Operations Plan is designed to ensure that our members can safely return to their regular fitness routines from the moment we open our doors. Now more than ever health is at the forefront of our communities, and we take our responsibility seriously as a leader in the health and fitness industry,” states Mark Fisher, CEO, Defined Fitness.

Defined Fitness has been extremely transparent, proactive and thoughtful as they have rolled out our plans to address the health of the New Mexico community throughout this process.

“We are so confident in the practices set forth in this plan, that we are making our full operating procedures available to our members, team members and the public,” stated Mark Fisher, CEO of Defined Fitness.

Defined Fitness will continue to work closely with our local and national government officials, and make adjustments to our plans in accordance with new protocols as they arise.

On Friday, May 8th from 1:00 PM -3:00 PM Defined Fitness will be holding a Defined Fitness Defend Your Health disinfectant fill-up drive at the Defined Fitness Sandia location at 3301 Juan Tabo NE, Albuquerque, NM 87111 for members to drive by and fill up one contain with hospital-grade disinfectant. They will be providing this service for free to anyone in the community while supplies last.

“We are taking our commitment to the health of the New Mexico community a step further, and we are making our hospital-grade disinfectant available for free to help prepare our communities for reopening,” says Maria Lamar, Director of Marketing for Defined Fitness.

They will do another Defined Fitness Defend Your Health fill-up drive on Wednesday, May 13th from 1:00 PM-3:00 PM at the Defined Fitness Bosque location at 6210 Riverside Plaza LN NW, Albuquerque, NM 87120.

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Defined Fitness opened its doors in 1986 and today remains locally-owned, privately held, and New Mexico’s largest fitness brand. Defined Fitness is the fitness industry leader in Albuquerque and New Mexico with six locations in the Albuquerque/Rio Rancho metro areas as well as a location in Farmington, New Mexico totaling over 200,000 square feet of workout space. There are plans to open a new location in Santa Fe in 2020, and there are two new Defined Fitness locations under construction in Rio Rancho.

Every Defined Fitness club features over \$1 million in fitness equipment including over 200 pieces of state-of-the-art cardio equipment, strength training, group exercise studios, indoor cycling, pool and kids club with FREE supervised childcare. Defined Fitness has expanded amenities in their newest clubs including heart-rate-based small group training, indoor/outdoor training space, turf functional training and dedicated recovery rooms with hydro massage beds.