



## **FOR IMMEDIATE RELEASE**

### **PLANET FITNESS NAMED PRESENTING SPONSOR FOR 2017 LOUISVILLE TRIPLE CROWN OF RUNNING<sup>SM</sup>**

Louisville, KY (August 23, 2016) – The Louisville Triple Crown of Running (LTCOR) today announced that the Louisville-based franchisee of Planet Fitness has signed on as the presenting sponsor of the popular three-race series. The Planet Fitness franchise led by brothers David and Rick Kueber owns and operates 25 Planet Fitness clubs in five states, including eight area clubs in Louisville and southern Indiana.

“We are excited to welcome Planet Fitness as our new title sponsor,” said Fred Teale, Rodes City Run Race Director and LTCOR spokesperson. “We think their focus on making fitness available to folks who may have never before belonged to a gym will help us continue to expand the number of participants in our three events.”

As part of the sponsorship, all Louisville-area Planet Fitness clubs will offer a training program beginning this fall, and help pay the entry fee for members who want to walk or run the events for the first time.

“Planet Fitness provides everyday people affordable access to great cardio and other workout equipment, in a clean and judgement free environment,” said Rick Kueber, CEO of the Louisville-based Planet Fitness franchise. “We are excited to partner with the Louisville Triple Crown of Running to give our members another way to improve their health, no matter where they might be in their fitness journey.”

#### **About the Louisville Triple Crown of Running<sup>SM</sup>**

The Louisville Triple Crown of Running consists of three popular road races of increasing distances, for walkers and runners of all ages. The 2017 race dates are: Anthem 5K Fitness Classic, March 4; Rodes City Run 10K, March 18; and Papa John’s 10 Miler, April 1. All proceeds from the events are donated to the Crusade for Children. Since 2002, the Triple Crown has contributed more than \$1.7 million to the Crusade, including \$142,146 in 2016. Registration is now open at the new mobile-friendly website: [www.louisville triplecrown.com](http://www.louisville triplecrown.com).

#### **About Planet Fitness**

With more than 1,200 locations nationwide, Planet Fitness is the fastest-growing health club franchise in the United States, revolutionizing the industry with a combination of extremely low prices and a unique, friendly and hassle-free environment called the Judgement Free Zone®. A standard membership costs only \$10 a month with no long-term contract required, and provides members with top-of-the-line cardio and strength equipment and unlimited fitness training in a bright and ultra-clean environment. PF Black Card memberships are also available for only \$19.99/month also with no



commitment, with added benefits that include use of on-site tanning beds, hydro-massage beds, massage chairs, reciprocal use of all Planet Fitness locations nationwide, and the ability to bring a guest each visit. Planet Fitness is a national brand partner of NBC's *The Biggest Loser*®. For more information, visit [www.PlanetFitness.com](http://www.PlanetFitness.com).

For additional information, please visit [louisvilletriplecrown.com](http://louisvilletriplecrown.com) or contact any of the following:

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