

#5 Elite Fitness News: March 2022

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Welcome to issue 5 of our monthly newsletter keeping you up to date with all things Elite.



We're celebrating! 10 years ago Elite Fitness first opened its doors. A lot can change in a decade. Changes in ownership, influx of gyms especially big corporates, a pandemic all making this milestone that much sweeter.

Elite has really found its stride these last few years, despite the obvious challenges that felt like the world came to a sudden stop we decided to look for the opportunities in the madness.

A little TLC from a lick of paint to a deep clean and refreshed layout. Becoming Southend's most affordable gym. The only 24 hour independent gym. Then came our Primal weights room. So much growth and development all of which has seen such an amazing reaction from the most important people, YOU!

It has all only been possible with your support especially through closures.

There has been a monumental effort to bring about all the development and the fire within us continues. So much more to come, but for now we celebrate! More info below.



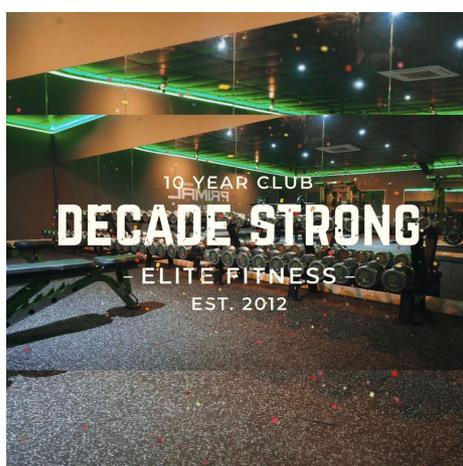
GYM OF THE YEAR FINALISTS

Now wouldn't this be the cherry on the top of our 10 year celebrations. Thank you to everyone who voted to get us this far. Now we need your votes just one more time to be crowned Gym of the Year 2022.

All voting is done in paper form at this point. We have a number of forms and a collection box at reception. Please do put your vote in when you next visit the gym.

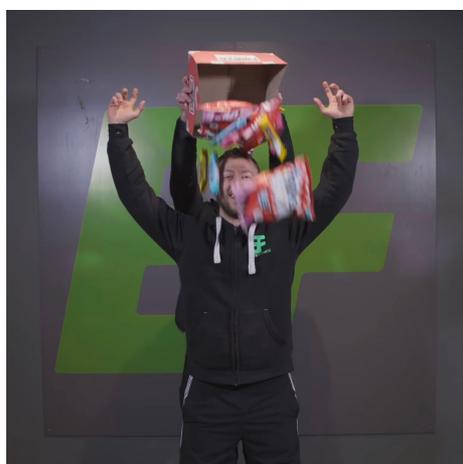
Not just yours. Its a public vote so feel free to put a vote in for every adult in your household, family and friends who live in the local area. Lets go for that win.

CELEBRATING 10 YEARS WITH DISCOUNTS AND GIVEAWAYS



Celebrating 10 years of opening with 10% off monthly and upfront memberships until March 10. Grab a family member, friend or training partner and pass on code ELITE10 and get them to join Southend's largest, most affordable and only 24 hour independent gym by March 10.

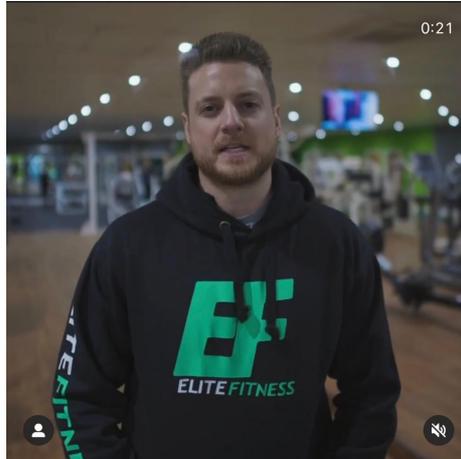
JOIN TODAY



10% off absolutely everything at the Elite shop until March 10. From water, energy drinks, protein shakes, bars, pre workout through to sunbed & clothing. It's all reduced as part of

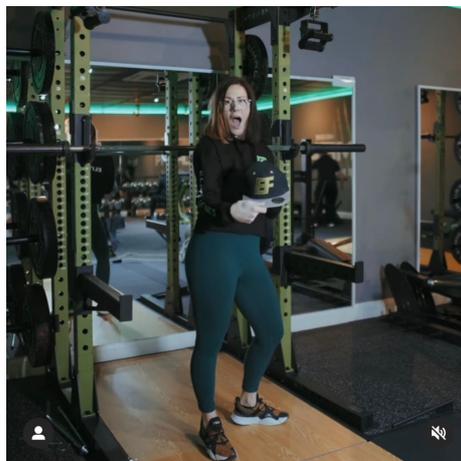
our #decadestrong celebrations. The discounts do extend to the vending machine so no matter what time you visit us you won't miss out

[SEE VIDEO](#)



Members only giveaway. We'll be picking a winner a day with the only criteria to be in with a chance of winning is to be a member. A token of gratitude for all the support shown by the amazing Elite community. Winners to be announced daily on our socials.

[SEE POST](#)



10% off Elite Merch until March 10. Discount available in store, while stocks last and online using code: ELITEFITNESS (all uppercase). Ordering online you can design to your individual desires & get delivered straight to your front door. Get your hands on your very own EF Ts & hoodies & rep the Elite green with pride.

[SHOP NOW](#)

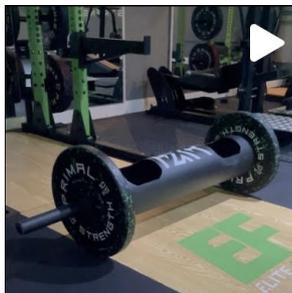
SOMETHING NEW, SOMETHING RETURNED, SOMETHING BORROWED



Introducing our latest addition, the belt squat. This is a unique piece not found anywhere locally. It's quite versatile in that it can do a number of exercises, but it's most known for squatting. Great for taking the bar and weight off the shoulders and upper back. [Check out our trainer Kate giving us a demo.](#)



An old favourite returns. The decline bench was the most requested item when we asked what we could do to improve in our last members survey. As a result we dug it out of storage, gave it a fresh paint job and it has now had new upholstery too. [Check out post and show some love.](#)



When a member asked if we'd mind them bringing in their log to leave here for everyone to use, of course it was a huge yes! Thank you Brendan Atkinson, such an amazing gesture which many have been enjoying experimenting with. Check out Brendan's [demo on how to use it safely.](#)

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