

FOR IMMEDIATE RELEASE



San Diego Wave FC and 24 Hour Fitness Announce Multi-Year Partnership to Promote Holistic Fitness in Southern California High Schools

New Partnership Provides Southern California High School with a Grant, Gym Memberships, and Recognition for Exemplary Coaching

SAN DIEGO, Calif. (March 14, 2023) – San Diego Wave FC and 24 Hour Fitness, the leader in holistic fitness, announced today a new multi-year partnership aimed at promoting healthy living in underserved high schools in Southern California.

As the first act of the partnership, a San Diego area school program will receive a donation from 24 Hour Fitness and San Diego Wave FC as well as complimentary one-year 24 Hour Fitness gym membership to help the school remain competitive in its athletics programs. As a nod to the critical role coaching plays in supporting young athletes, the partnership will also recognize and award a coach who has demonstrated outstanding leadership and unwavering dedication to cultivating athletic excellence and lifelong wellness in their team.

In addition to supporting the school program, as the presenting sponsor of San Diego Wave FC's Game Zone at Fanfest, 24 Hour Fitness will have a strong brand presence on game days at Snapdragon Stadium and will also be the presenting partner of all Match Notes, a match preview every match which will be hosted on the club's website throughout the season.

"Encouraging healthy lifestyles and providing an inclusive environment are the core of Wave values, for our team, our supporters, our fans and our city," said San Diego Wave FC President Jill Ellis. "Bringing on 24 Hour Fitness as part of the Wave FC family is going to make our sports community and our hometown of San Diego a better place."

"At 24 Hour Fitness, we know firsthand the transformative power of holistic fitness," said Karl Sanft, CEO of 24 Hour Fitness. "San Diego Wave FC shows that dedication, perseverance, and excellence aren't just game time qualities and we want to support them as they inspire and empower the next generation of athletes."

San Diego Wave FC kicks off the club's second season on Saturday, March 25, as they host Chicago Red Stars at Snapdragon Stadium. Fans and 24 Hour Fitness members can find San Diego Wave FC's full schedule of games, tickets, and other team information on the club's official website at www.sandiegowavefc.com. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

###

About 24 Hour Fitness

For more than 35 years, 24 Hour Fitness has been dedicated to creating a healthier, happier world through fitness. With nearly 300 clubs in 11 states nationwide, 24 Hour Fitness offers welcoming and inclusive environments with thousands of square feet of premium strength and cardio equipment, turf zones, free weights, functional training areas, and more. Customers can choose from a variety of options such as studio and cycle classes, personal training, and innovative digital and virtual offerings to help them keep their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

About San Diego Wave FC

San Diego Wave FC is a groundbreaking women's soccer team based in San Diego, California. As a member of the National Women's Soccer League (NWSL), San Diego Wave FC is at the forefront of women's soccer in the United States, bringing together exceptional talent from around the world to compete at the highest level. The team's mission is to create an unforgettable soccer experience for fans, players, and the community. With a commitment to diversity, inclusivity, and empowering women and girls both on and off the field, San Diego Wave FC is not only changing the game, but changing lives. For more information on San Diego Wave FC, visit www.sandiegowavefc.com.