



GRIT Fitness to Continue Virtual Services and Take Advanced Measures in Preparation to Reopen

After great success with virtual classes during COVID-19 closures, locally owned GRIT Fitness will continue virtual services indefinitely while preparing a comprehensive reopening plan.

Dallas, TX – May 15, 2020 – In advance of reopening studios in the near future, GRIT Fitness is investing in long-term virtual services and taking all necessary precautions to reduce the spread of the coronavirus (COVID-19). GRIT has developed an innovative and effective action plan that gives clients the choice to workout from home or in the studio while keeping their health, wellness, and safety at the highest priority.

“We have dedicated our time and resources to ensuring the best and safest customer experience as we plan to reopen,” said GRIT Founder Brit Rettig. “This is new territory for all of us, and we are taking advanced measures to protect our clients who want to start visiting the studios again, as well as continuing to serve those who prefer to stay at home with high-quality virtual classes and challenges.”

Virtual services have proven to fill a need for GRIT’s clients during this time and beyond. The GRIT team has streamed and uploaded more than 200 classes and more than 1,000 clients have completed 3 digital challenges since the studios closed on March 16, 2020. Virtual classes are now a permanent part of the GRIT experience.

REOPENING PREPARATION

Employee education is the first step toward reopening, with a 2-hour training required for both instructors and front desk staff. The training covers disinfecting procedures, no-contact check-in processes, guidelines on keeping a safe distance from others, and more.

A guidebook for GRIT members is currently under development and will include all the pertinent information needed to return to the studio safely as a client. The guidebook will outline rules surrounding face coverings, equipment use, the steps taken by the team behind the scenes, and more. Reminders of the rules will be placed throughout the studios via new signage.

The GRIT team is also working to thoroughly clean the studios to prepare to welcome clients again. Individual studio rooms (group exercise and cycling) will be reconfigured to allow for social distancing, with clear markers for where clients should position themselves during class.

VIRTUAL CLASSES TO BE CONTINUED INDEFINITELY

Once the studios reopen, instructors will continue to stream live classes at least once per day for clients who wish to stay at home. Classes are available to view live in the private GRITFAM Facebook group during the dedicated class time listed on dallasgritfitness.com, as well as on demand after the class has finished. Over the past two months, over 200 classes have been streamed and added to the library accessible in the Facebook group.

MORE FLEXIBLE SERVICE OPTIONS AND PRICING

“Our goal at GRIT is to empower women, provide them with a community, and build their strength mentally and physically. We’ve learned that those goals are achievable whether we are together at the studios or together at home through the Facebook group,” said Brit. “The new membership offerings allow us to continue serving all of our clients and meet them where they are.”

Virtual (\$49/month) – access to 200+ live streamed workouts and participation in monthly challenges

Virtual+ (\$99/month) – virtual membership plus four in-studio class credits

Pearl (\$139/month) – virtual membership plus unlimited access to classes at all three studios, one-year contract

Silver (\$159/month) – virtual membership plus unlimited access to classes at all three studios, no contract

ABOUT GRIT FITNESS

GRIT Fitness is a boutique fitness concept designed to help women become the strongest version of themselves in all aspects of life. Founded in 2015 by Brit Rettig, GRIT is based on the belief that mental grit—or passion and perseverance for long-term goals—is the key to success. GRIT offers the women of North Texas a curated mix of original, music-driven group fitness classes online and in-person, engaging community events throughout the year, monthly challenges, small groups, happy hours, and more. GRIT has three locations: Addison, Design District, and SMU Blvd. Learn more at dallasgritfitness.com. #NoGRITNoPearl #GRITFAM