



PureGym to open their biggest site in London as part of their continued rapid expansion

Hammersmith will be the location of the chain's third largest gym in the UK and biggest in London, with plans for 13 PureGym's to be operating in the capital by the end of 2014

29 September 2014 – PureGym, the UK's leading affordable fitness provider, is pleased to announce the opening of their biggest gym in London to date at the Hammersmith Palais. It will be the ninth PureGym to open in London, with more sites set to open in the capital, including Finsbury Park and North Finchley, Greenwich, Bermondsey before the end of the year.

The new gym, which will open this autumn, will spread over 23,621 square feet and create up to 15 new jobs within the local community.

PureGym Hammersmith Palais will give members access to a vibrant and spacious gym 24 hours a day, seven days a week. It will be filled with over 220 pieces of the latest gym equipment to cover everyone's fitness requirements, as well as over 80 free classes per week plus additional specialist classes such as Zumba. There are also excellent changing facilities, modern showers, and functional training zones with Kettlebells, Power Plates and an exciting new workout rig.

Describing the new development, Peter Roberts, PureGym Founder and CEO of PureGym said "We are delighted to be offering affordable fitness in the central London location of Hammersmith. The demand for affordable fitness is still growing in London and we are continually on the hunt for more sites in the capital."

PureGym currently operates 72 gyms in the UK with 90 to be open before the end of the year and 130 by the end of 2015.

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