

--- Chunk 1 ---

Orangetheory Fitness (OTF) is a boutique fitness studio franchise, operating globally and based in Boca Raton, Florida. The first studio was established in Fort Lauderdale, Florida in 2010 by founder, Ellen Latham. The classes are one hour long and involve two groups, one on the treadmills and the other group working with weights or on rowers. Since its founding in 2010, the chain has expanded, surpassing \$1 billion in systemwide sales in 2018, with over one million members in 2020. As of 2023, Orangetheory Fitness has over 1,500 studios throughout 50 US states and 24 countries.

In 2024, Orangetheory Fitness merged with the parent company of Anytime Fitness.

== History ==

Orangetheory Fitness was founded by exercise physiologist Ellen Latham, Jerome Kern, and David Long in March 2010. It is the successor to a Fort Lauderdale-based Pilates studio, "Ellen's Ultimate Workout", founded by Latham in the late 1990s.

Orangetheory Fitness was ranked No. 415 in Inc. magazine's "Fastest-Growing Private Companies" list and No. 255 in Entrepreneur magazine's 2016 "Franchise 500" list of top franchises in the world. Orangetheory had grown to 350 studios in 7 countries by 2016. That year it received growth equity investment from the private equity firm Roark Capital Group to support its domestic and international growth. Its position on the "Franchise 500" rose to No. 25 in 2019 and No. 43 in 2020. It had 1,200 studios by early 2020.

=== COVID-19 pandemic response ===

At the beginning of the COVID-19 pandemic, Orangetheory Fitness attempted to instill

precautions to keep their employees and members safe. On March 17, 2020, all corporate-owned studios were closed. Franchisees were encouraged to follow their lead.

Orangetheory Fitness paused all payments on their memberships during this closure. Corporate studios continued to pay their employees throughout this period. Due to their studios being closed, they developed at-home workouts to give members a way to exercise during this time.

During the closure, Orangetheory Fitness' Medical Advisory Board developed a plan for reopening in order to attempt to reduce uncertainty while also keeping staff and members safe. The new policies implemented follow the guidelines created by the Centers for Disease Control and Prevention, which consisted of "temperature checks before entry; reduced class sizes to maintain social distancing; redesigned workouts to minimize equipment cross-contamination; class scheduling modifications to allow for thorough sanitation protocols in between classes; training and implementation of electrostatic cleanings; temporarily closures of showers and towel service; recommended use of face masks by members; and required use personal protective equipment by all staff." Despite reopening their studios, however, the decision was made to continue providing their at-home workouts.

=== Merger ===

In late February 2024, it was announced that Orangetheory Fitness would merge with the parent company of Anytime Fitness, Self Esteem Brands, to form a fitness franchise chain that has more than 7,000 locations (over 1,500 from Orangetheory, 5,500 Self Esteem) with combined sales of \$3.5 billion. The merger was completed in April 2024. The parent company formed by the merger was named Purpose Brands. Orangetheory retains its logo but adjusted its branding. Lauren Cody was appointed its president,

while Dave Long became the co-chair of the Purpose Brands board.

== Overview ==

Orangetheory workouts are a form of high-intensity interval training, alternating between short periods of intense exercise and long recovery periods. These hour-long sessions are designed to generate excess post-exercise oxygen consumption (EPOC). Excess post-exercise oxygen consumption is a physiological concept that occurs after an elevation in oxygen consumption as the body returns to its pre-exercise state. Studios are split into three stations: treadmill, water-resistant rowing machines, and weight training.