**JAKARTA FIT FEST**

***#YourLifestyleChanger***

***“If it doesn’t challenge you, it doesn’t change you”***

**ABOUT US**

This event is a “Marketplace for Fitness and Wellness Enthusiasts”, where people can start to live a healthier life in a snap. We provide the essential needs as beginners, or even for those who already started changing their lifestyle.

**#YourLifestyleChanger** itself is our event and social media campaign which aligned with our mission, that being healthy is fun and being fit is a lifestyle. During the campaign period, several activations will be carried, such as giving away quizzes, collecting success ‘diet’ stories on social medias, and many more. Using this tagline, we aspire to inspire.

**Time and Location**

* 1 – 2 October 2016
* 10 am – 10 pm
* Premium Parking Area, Gandaria City

**Event Description**

2 Days in a row, JAKARTA FIT FEST will be A One-Stop-Solution for everyone who wants to live a better life. Performances on an outdoor stage and 100 various health-related tenants will be the main attractions of the event.

Fit Studio

This area consists of numbers of fitness centre and health clubs such as yoga studio, dance studio, muaythai centre, etc.

Fit F&B

This area consists of numerous healthy foods and beverage stalls. Visitors can enjoy their meal at Fit Café / Fit Bar while listening to the house DJ.

Fit Care

Speaking about health, we are also going to collaborate with Indonesia Heart Foundation (Yayasan Jantung Indonesia) so that visitors could check their health condition (blood pressure, blood sugar levels, cholesterol level, etc), have a consultation session about their current diet, and finding the best solution for them. This booth is also open for charity, in which YJI will use the money to support cardiovascular surgery for the poor.

Fit Product & Equipment

Home gym equipments, gears, and other health supporting products will be sold in this area.

Fit Community

In this area visitors could interact with many health communities around Jakarta and outside Jakarta. Get to know the communities better, join them, because working out together is always better than doing it alone!

Fit Apparel

This is an outfit and fitness accessories area that will maximize your style on your casual days or exercising such as shirts, pants, shoes, socks, etc. Big brands will display their best collections here.

Fit Stage

There will be some activities on this stage:

* **Open Stage Promotions:** Introduction and sharing session from Fitness Experts and Healthy Lifestyle Influencers
* **Open Stage Exercise:** Working out together presented by selected health studios, fitness clubs, and communities on scheduled hours, including Zumba Party at night right before our event ends!
* **Music Performance:** Let our prominent DJs bring out the spirit and energy in everyone throughout the day

**Site Map**

\*Attached

**Contact Us**

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