

**CSFA Announces New Partnership with Les Mills**

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**Alexandria, VA –**The Club Spa & Fitness Association (CSFA) is pleased to announce the addition of Les Mills as a Premier Partner in the Corporate Partner Benefits Program. This partnership represents a commitment by Les Mills to support CSFA in its efforts to deliver outstanding education, networking opportunities, and services to its members.

Les Mills started in 1968 as a simple operation, offering basic strength and cardio training for a small community of athletes. Now, 50 years later, it is the hub of a global revolution – a vibrant destination where the world’s top fitness talent creates new ways to get fit, combining music with movement.

CSFA is excited to bring Les Mills on as a partner and be a part of that continued revolution. “There is incredible opportunity and benefit for Les Mills to take group exercise to the private club world,” shared Corinne Grimaldi, CSFA Executive Director. “Having just returned from Les Mills Live, there is no doubt their programming is top-notch; however, what is most impressive is that they proudly state they are an ‘education company’, first. As education is who we are and what we do as an association, we look forward to what we know will be a strong partnership.”

Les Mills’ focus on education means they know that razor-sharp insights are key. As such, “every Les Mills workout is underpinned by world-leading research and we believe the same should apply to all aspects of innovation,” shared Bryce Hastings, Head of Research at Les Mills. “With our combined industry insights and research, we are here to help our partners – like CSFA, its members, and their member clubs – shape the future.”

CSFA members can connect with Dan Hoskinson, Les Mills Director of Customer Experience, in-person at the Annual Conference & Corporate Partner Showcase in Key Largo, FL, from July 22-24, 2019, and can always contact Les Mills directly at [www.lesmills.com/us/clubs-and-facilities/contact/](https://www.lesmills.com/us/clubs-and-facilities/contact/).

**About CSFA**

The Club Spa & Fitness Association (CSFA) was established in January 2007 to provide support for fitness, spa, and wellness professionals in the club industry. CSFA is committed to providing educational and networking opportunities to help members advance their careers. Learn more at [www.csfassociation.com](http://www.csfassociation.com).

**About Les Mills**

As the global leader in group fitness programming and education, Les Mills has been providing people with innovative ways to exercise for over 50 years. Offering more than twenty different science-backed workouts, ranging from the strength- and weights-focused BODYPUMP® class to the cutting-edge immersive cycling workout THE TRIP™, Les Mills helps millions of people fall in love with fitness every week in over 19,500 locations across 100 countries with the help of more than 130,000 passionate Les Mills trained instructors. Learn more at [www.lesmills.com/us](http://www.lesmills.com/us).