



## Press release

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# Record figures for Friskis&Svettis

The Swedish sports association Friskis&Svettis has now reached more than half a million members in nine European countries. The figures are the highest in the 30-year existence of the non-profit making association. The overall membership has more than doubled in the last 10 years to more than 500,000. Apart from the home countries of Friskis&Svettis (Sweden and Norway) with their 150 clubs, other flourishing clubs have been created over the past 20 years in Brussels, Paris, London, Luxemburg, Aberdeen, Copenhagen, Helsinki and Vanda.

Within Brussels and the surrounding area, there are nearly 800 members actively exercising within the sports club; this is almost a 30% increase over last year !

- *'We succeeded to attract newcomers by organising free open day weekends twice a year, have put more efforts in the promotion of our summer park sessions (which have become one of the great outdoor hits in Brussels) and also increased our indoor and outdoor sessions by motivating and training a number of new instructors', says Carl Johan Asenius, chairman of F&S Brussels.*

Surveys made by Friskis&Svettis show that both the joyful exercise and the interaction with others attract interest.

- *'People like the way we look at physical exercise. We combine competence with relaxation, joy and plenty of fun. Maybe that's the secret behind our successes', says Anna Iwarsson, Secretary-General of Friskis&Svettis.*

Iwarsson also stresses the importance of all volunteers for Friskis&Svettis.

- *'It is the power of 15,000 volunteers that has taken us to where we stand today. It's the drive and energy of these people who want to make a difference and share their enthusiasm with others; a tremendous force', says Anna Iwarsson.*

Contacts : [marketing@friskis.be](mailto:marketing@friskis.be)

Website : [www.friskis.be](http://www.friskis.be)

Statistics: [http://web.friskissvettis.se/id\\_\\_7431.aspx](http://web.friskissvettis.se/id__7431.aspx)

Press photos: [http://web.friskissvettis.se/bilder\\_\\_169.aspx](http://web.friskissvettis.se/bilder__169.aspx)

Friskis&Svettis is a non-profit sports association with an unusual goal in the sports world - a smile. Today, more than half a million members exercise, thanks to 15,000 committed volunteers, Friskis&Svettis offers joyful and easily accessible training of high quality for all. For more information visit [www.friskissvettis.be](http://www.friskissvettis.be)