

PTO FITNESS REWARDS

PTO Fitness Rewards, new Member Rewards Program rivals frequent flyer and credit card programs.

For Immediate Release, Please.

March 1, 2015
Alexandria, VA

Today PTO Fitness Center announced the launch of PTO Fitness Rewards, powered by FitRewards, the nation's leading member rewards program for fitness clubs.

"We like to be at the forefront of building member loyalty", said Cynthia Feliciano, General Manager. "We believe in rewarding our members and making their experience at our club the best part of their day. We looked at several ways to reward our members for their loyalty and commitment to fitness and FitRewards was, far and away the best program available, and the easiest to administer."

PTO Fitness Rewards is a member appreciation program that rewards center members for their, center activities - workouts, group fitness classes, fitness milestones, member referral and more.

"We studied some of the most popular loyalty and rewards programs available today in a variety of industries", said Maria Parella-Turco, FitRewards founder and health club industry expert. "We have taken the best features of each and baked them into the FitRewards program. Online ease of use. A very robust mix of prizes including name brand merchandise and valuable club offerings. Dozens of ways to earn points. And free rewards shipping right to your door."

FitRewards was built from the ground up exclusively for the fitness industry. With decades of fitness industry experience and a top-notch merchandise, technology and deployment team, clubs simply make the call, and FitRewards does it all.

Just ask Cynthia Feliciano, "We are a very busy club. We wanted a program that simply worked, right out of the box. FitRewards is that program. Our members love it and they love us for it. It's the best decision we've made to build member loyalty and remain competitive in a hard fought fitness marketplace."

For more information, please contact Cyndi Feliciano, General Manager at 571-272-0250 or email cfeliciano@professionalfitnessmanagement.com.



Powered by



FitRewards.com

This is where loyalty counts.™