

	Press Room
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**Anytime Fitness Announces Transformation Challenge
30 People, 12 weeks, 1 goal**

Anytime Fitness in Dixon is announcing the areas first Transformation Challenge. The winners of the Challenge will be Anytime Fitness members who make the most positive physical improvement within a 90-day period. There is a small entrance fee that will be donated to charity if the participant drops out, but if the member successfully completes the Challenge, the fee will be refunded to them. "This will primarily be an individual Challenge..." said Brandon Pepin of Anytime Fitness. "...But," he adds, we're doing things like making teams and assigning coaches for accountability and competition, plus having fitness education for all participants spread throughout the Challenge. The participants will really have to commit themselves in order to finish, but what we're offering in the form of assistance will be everything they need outside of themselves to make huge changes in their lives. And if that wasn't enough, the coaches for each of the 3 teams are also going through the Challenge, too! That way we're not just standing on the sidelines giving feedback, we're also playing," Pepin concluded.

If you're interested in becoming a member of Anytime Fitness and joining the Challenge, or if you just want to follow the progress, you can read all about it at www.anytimedixon.com.

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About Anytime Fitness

Anytime Fitness – Dixon, located near I-80 and West A Street / Dixon Ave, opened it's doors on September 1, 2006 and is the areas only 24-hour co-ed fitness center. Members at Anytime Fitness – Dixon have free access to hundreds of Anytime clubs nationwide. All new top-of-the-line equipment, flat screen TV's on all the cardio equipment, great music, and a super-friendly and knowledgeable staff will help positively shape your physique, and your experience.

Anytime Fitness began franchising in 2002 and now has more than 900 franchise locations. Within five years, the expected growth rate is predicted to hit the 1,500 mark.