

Crunch Gym Brings Fitness to Your Fingertips with New Mobile App

NEW YORK, /PRNewswire/ -- Crunch Fitness has partnered with IdeaWork Studios, Inc. to launch the brand's first mobile application. The free app, available to both iPhone and Android users, allows members to check-in, retrieve location and class information, and stay connected with the Crunch community, all while on the go.

"We couldn't be happier to launch the Crunch app, making our innovative brand and programming even more accessible to our members," said Christina DeGuardi, vice president of marketing, Crunch. "With our diverse membership base and endless inventory of offerings, the app makes staying connected easier and more accessible than ever."

The Crunch app allows users to search for locations and group fitness classes near them via GPS, with the ability to filter by specific gym amenities and programs. Members can check-in with the app's revolutionary mobile bar coding system, taking away the need for the conventional key tag. The app also allows members to sign into their iCrunch accounts to manage membership information and directly connect to Foursquare, Yelp and the brand's blog and event pages. Users can also take advantage of special discounts and offers including sending guest passes to friends.

"After building the Crunch website and multiple micro sites, it only seemed natural to come together to build the Crunch app," said Jay Schwartz, president of IdeaWork Studios, Inc. "With the ever-changing face of technology, Crunch is now leading the pack in mobile fitness applications."

The Crunch mobile app can be downloaded at either app store by searching for Crunch Fitness or by clicking [here](http://www.crunch.com/Home/Crunch/Mobile.aspx)
<http://www.crunch.com/Home/Crunch/Mobile.aspx>.

Crunch looks to launch version 2.0 in the future with even more capabilities and functionality.

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<http://www.wirelessdesignmag.com/news/2011/01/crunch-gym-brings-fitness-your-fingertips-new-mobile-app>