



FOR IMMEDIATE RELEASE—PRESS RELEASE

The Fit Collective celebrates Grand Opening in Downtown Belleville

Belleville, ON, Nov. 28, 2024 – Downtown Belleville's only 24-hour gym, **The Fit Collective**, held their grand opening on Thursday, Nov. 28 at 199 Front St. Unit 5, inside Century Village.

Co-owners Holly Aman and Elizabeth Knudsen were joined by Mayor Neil Ellis, Councillors Garnet Thompson and Margaret Seu, Jill Raycroft on behalf of MPP Tyler Allsop, Ingrid Moore on behalf of MP Ryan Williams, Chris Auger from the Belleville Chamber of Commerce, and Downtown District BIA Executive Director Danielle Hanoman for an official ribbon cutting and grand opening ceremony.

Formerly known as The Fitness Guild, Aman worked as a trainer at the gym for years before taking the reins, rebranding it to appeal to a broader audience.

The Fit Collective now features an updated look, a larger on-site team, and increased face-to-face engagement to enhance the member experience. Aman is also focused on bringing in new equipment and expanding the range of trainers to meet diverse fitness needs.

Located in Downtown Belleville, Aman sees great potential in the district. "There's so much opportunity here," she said. She is committed to not only growing her own business but also supporting the vibrant downtown community.

The Fit Collective invites both new and returning members to experience the revamped space and explore its offerings, including fitness classes designed to help people achieve and maintain their health goals. The Fit Collective is hosting an open house on **December 7, 2024** at 199 Front Street from **1 p.m. to 3 p.m.** There will be giveaways, samples from Popeyes Belleville and coffee supplied by Tropical Blends.



For more information, visit their website at <https://mailchi.mp/d9c2eeca63e2/the-fit-collective> or follow them on social media @fitcollectivebelleville.

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