

CUSTOMER SPOTLIGHT AC4 FITNESS



QUICK FACTS

Location
Santa Barbara, CA

Facility Type
Independent Gym Chain

ECO-POWR™
Products
20

Facility Size
6,000 sq. ft.

Potential Energy Production
23,360 kWh/year*

COMBINING A HISTORY OF SUSTAINABILITY & FITNESS

As an original Gold's Gym franchisee, Tony Calhoun had spent much of his life in the fitness industry, helping people work towards healthier selves. Being in the industry for many years, Tony had the opportunity to see trends come and go, but also see what qualities in a facility really stand out to members. When he decided to build a new gym franchise with his sons, Tony looked for ways in which to incorporate what he learned from his experience and his family's personal mission to be good stewards of the environment.

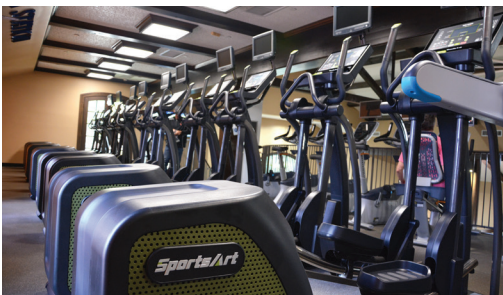
GET LEAN—GO GREEN

Sustainability isn't just a mantra at AC4 Fitness, it is engrained in everything they source and everything they do. From sourcing to operations, they utilize sustainable offerings with the hope to engage their member community in the eco-friendly efforts and encourage green behavior through their workouts. With the ECO-POWR™ ellipticals in their human power station, they are able to turn members' workouts into clean, renewable energy.

By going green in their equipment selection, AC4 Fitness is helping every member go green in their efforts to stay healthy and get lean. Without creating any change in daily operations, the equipment is letting members generate a positive impact and see the tangible results of those workouts individually and as a club with the SA WELL+™ system.

“ YOU COULD SAY THAT SOCIAL RESPONSIBILITY AS A VALUE IS WOVEN INTO AC4'S DNA...WE BELIEVE THAT GREEN BUSINESS TACTICS ARE A MATTER OF GOOD STEWARDSHIP AND THAT AS ADVOCATES OF A HEALTHY LIFESTYLE WE SHOULD TAKE THE SAME CARE WITH THE ENVIRONMENT AS WE DO WITH OUR OWN BODIES.”

TONY CALHOUN, OWNER



**FOR MORE INFORMATION ABOUT AC4 FITNESS VISIT
GOSPORTSART.COM/SPOTLIGHTS OR AC4FITNESS.COM**

1.800.709.1400 | GOSPORTSART.COM



*Energy production calculation based on 20 ECO-POWR™ products producing 160 watts per hour, 20 hours per day, 365 days per year.