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**Anytime Fitness announces its Grand Opening in the Bear Creek Crossings Mall
24-hour co-ed fitness club offers convenience and affordability**

Anytime Fitness, the world largest and fastest growing 24-hour co-ed fitness franchise, is pleased to announce it is open for business in the Bear Creek Crossings Mall at 2170 Anderson Road in Petoskey. A grand opening celebration will take place on the weekend of November 5-7.

With 24/7 access, Anytime Fitness offers convenient and affordable exercise. At Anytime Fitness, members can workout any time of the day or night, every day of the year. They use a security-access key to enter the club, even when it is not staffed. Once inside, members have full use of state-of-the-art strength training and cardiovascular equipment. Anytime Fitness also offers 24-hour tanning and membership reciprocity among its clubs, which allows members to use any of the 1000+ clubs that are currently open in the United States, Canada, and Australia.

The layout of each club is designed for quick and effective exercise. The equipment options at Anytime Fitness include circuit and cross-training machines, free weights, stationary bicycles, and treadmills. If desired, members can add a tanning option to their membership. Private showers and dressing areas are also available at the club.

To celebrate its Grand Opening, Anytime Fitness is offering a 50% discount off their enrollment fee as well as no monthly dues the first month for new members who sign up from November 5th to November 12th. There will be several activities throughout the weekend including free gifts for new members. The official ribbon-cutting ceremony will be held on Friday, November 5 at 10:00 AM. Free hors d'oeuvres will be served Friday afternoon/evening. Free chair massages will be offered on Saturday November 6 from 1-3 PM. On Sunday November 7 there will be an opportunity to meet our trainers from 1-3 PM. A raffle will be going on throughout the weekend in which the prizes include free personal training sessions, free tanning and free gift certificates.

The owners of Anytime Fitness, Aimee and Clint Scollard, are very enthusiastic about opening this new club in Petoskey. "The convenience and affordability of Anytime Fitness can't be beat," said Clint Scollard. "Choosing this club makes it easy for members to stay committed to their fitness goals."

"Anytime Fitness clubs are pared down to the essentials necessary for a great workout," said Scollard. "Where we don't cut corners is in our personal service and commitment to our members. We are excited to be in Petoskey, and it's our goal to become an active member of the community," continued Scollard.

Club tours will be available during the grand opening celebration. Membership information is available at the club, by calling 231.348.2500, or by visiting www.anytimefitness.com.

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About Anytime Fitness

Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its more than 600,000 members with convenient and affordable fitness options in friendly, well-maintained facilities which feature top-quality exercise equipment. State-of-the-art security and surveillance systems ensure member safety at the clubs, even during unstaffed hours.