



NEWS RELEASE

Planet Fitness Inspires Approximately 3.7 Million Teens to Prioritize Fitness Through its High School Summer Pass® Program

2026-09-14

Teens log more than 19.4 million workouts this summer, building routines and investing in lifelong wellness habits

HAMPTON, N.H., Sept. 14, 2026 /PRNewswire/ -- **Planet Fitness**, one of the largest and fastest-growing franchisors and operators of fitness centers with more members than any other fitness brand, today announced that approximately 3.7 million teens ages 14 to 19 participated in its 2026 High School Summer Pass® program from June 1 through August 31, consistent with last year's participation. Teens logged more than 19.4 million workouts, up 2% from last year, underscoring this generation's dedication to physical and mental wellness.

Since launching the program in 2019, Planet Fitness has invested more than \$620M in waived membership dues¹ to promote youth health and wellness while improving the physical and mental health of millions of teens. This year's turnout continues to highlight a growing trend among teens, who are actively seeking out healthy routines during summer break. Rather than taking a vacation from wellness, participants used the program to build long-term habits, boost mental health, and bond with friends and family.

"The success of our High School Summer Pass® program is a powerful reminder of the role accessible fitness can play in supporting the next generation's health and well-being," said Colleen Keating, Chief Executive Officer at Planet Fitness. "This year's program participation reflects a growing commitment among teens to prioritize wellness, and we're proud to provide a welcoming, Judgement Free environment where they can build healthy

habits and confidence that can last a lifetime."

To learn more about how teens navigated their wellness journeys this summer, Planet Fitness fielded a survey² polling participating teens and their parents and guardians. Key insights from this year's program include:

- **First Timers:** The program also served as the ultimate Judgement Free entry point for teens looking to launch their fitness journey, with nearly 58% of teens reporting that this summer was their first time ever working out in any fitness club.
- **Transformative Mindset & Mood Shifts:** Beyond physical strength, participants experienced profound emotional gains. Nearly all surveyed teens (93%) reported an immediate mood improvement after working out, while 84% saw noticeable improvements in overall mental health and 83% reported elevated self-confidence.
- **Fitness is Better Together:** Prioritizing fitness doubled as a social experience for teens. More than half of surveyed participants (53%) regularly worked out with a friend, 20% with a sibling, and 15% with a group of friends. The program also strengthened family connections, with 42% of parents working out alongside their teens and two in three parents (67%) reporting that their teen's participation inspired other family members to get active.

For more information on Planet Fitness and to find a club near you, visit www.PlanetFitness.com.

1+13 million teen participants since 2019, \$10-15 per month, three-month program

²Based on a survey of 1,000+ teen High School Summer Pass® participants and their parents; conducted by Planet Fitness from July 13–July 21, 2026.

About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the world by number of members and locations. As of June 30, 2026, Planet Fitness had approximately 21.5 million members and 2,930 clubs in all 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, Australia and Spain. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. Approximately 90% of Planet Fitness clubs are owned and operated by independent business owners.

View original content to download multimedia:<https://www.prnewswire.com/news-releases/planet-fitness-inspires-approximately-3-7-million-teens-to-prioritize-fitness-through-its-high-school-summer-pass-program-302876527.html>

SOURCE Planet Fitness, Inc.