

A Little Good News

I think it's time for a bit of good news for a change...don't you?

It's been a while since I have had any reason to send out a message regarding the "State of Vanguard Key Clubs" as it relates to Covid 19. But considering all the turmoil going on in the country...at least that is if you are still watching the news...I thought maybe now would be a good time to pass along how things have been going since we re-opened.

In short, I believe our reopening has gone better than expected almost completely as a result of all of our members and trainers who have stepped up to do the right thing to ensure that we remain a positive, healthy environment to exercise in. I have always preached that we are a "member's gym", "your 'home-gym' away from home", and I couldn't be more proud of all of you who not only engage with one another "safely" but also make the extra effort in following the cleaning protocols that are necessary to ensure we remain open and at your service.

I am aware there is still a bit of anxiety among some about returning to the gym right now, and frankly, I am in no place to devalue any decision that makes another person feel comfortable. That being said, I believe it's important to pass along some interesting data as it pertains to our industry as a whole, and our facilities more specifically.

Recently, there was a wide scale study done regarding Covid-19 and health clubs across the country since re-opening and the results were honestly quite surprising (considering what most media outlets suggest). The title of the article linked below is: *National Study Confirms its Safe To Work Out At The Gym: Current Data Shows No Evidence of COVID-19 Spread in Gyms.*

I know, right! That's' not what we're all listening to out there in the "instatwitterverse" or cable news. How can this be? Glad you asked! (I have a couple theories on this)

I believe our industry is especially situated to deal with infectious diseases, not treating them of course, but preventing them. We have always provided cleaning and sanitation protocols as a regular means of operation... as well as offering soap and water which can be used at any time if you like to wash your hands.

Additionally, members generally do social distance when they are in a gym under normal circumstances whenever possible...I have often used the analogy of a wall full of 20 urinals in the airport with one stranger standing amongst the row...Do I pony up next to him to do my business?...Oh Hells No! No more than any stranger in the gym will voluntarily elbow up to another stranger working out if they don't have to...and even then, some people will wait for him (or her) to move on.

Then, probably most importantly for our specific locations, we do not offer class instruction which involves strenuous exercise in a relatively enclosed space, and therefore, eliminates any an immediate high risk service (although I am still baffled as to why Governor Sununu thought that was a good place to start when re-opening...but I digress!)

So, what is really going on out there and how do we measure up? When you click on the link at the end of this message, be aware that I already did the math for Vanguard Key Clubs based on all the data I have been provided and our numbers are **OVER 75 TIMES BETTER** than the national average right now. That means we are almost statistically nil (depending on how many place holders your calculator has and how long it's been since you took a statistics class – for me about 30 years ago).

So in the final analysis (so far), I commend those who are back in the gym and getting the best out of their workout and to keep up the good work. For those still on the fence about getting back into a workout routine, simply consider the community YOU live in (WE are not in a “hot spot”) Weigh the benefits of exercise in your life once again for not only the PHYSICAL, but the EMOTIONAL value it offers you and above all else, the confidence that you can be SAFE and HEALTHY in a gym now. So contact one of our trainers if you need a “booster shot” of motivation or give us a call if you just want to pop your head in the door and look around before coming off freeze. The weather is only going to get colder and grayer, but our lights are on, we're well stocked, and we're here for you whenever you need us.

Now the information you've been speed reading the last few paragraphs to get to:

https://www.prnewswire.com/news-releases/national-study-confirms-its-safe-to-work-out-at-the-gym-current-data-shows-no-evidence-of-covid-19-spread-in-gyms-301122664.html?fbclid=IwAR28l3uwH_z_o5GFwzPhY4

Be well,

Craig