



## **FOR IMMEDIATE RELEASE**

### **Retro Fitness Lends Support to 2013 Valerie Fund Walk**

*Fitness Franchise to Host Virtual Walk/Run for Children with Cancer and Blood Disorders*

**COLTS NECK, N.J. (May 6, 2013)** – The leading low-cost, high-value fitness franchise concept, Retro Fitness, is lending support to The Valerie Fund Walk on Saturday, June 15, 2013 through a coordinated event in participating Retro Fitness locations throughout New Jersey, New York, and Pennsylvania. Members are invited to partake in the run and walk virtually from their gym, joining more than 4,000 supporters of The Valerie Fund who will be walking or running in Essex County's Verona Park in support of the healthcare of children with cancer and blood disorders.

The entry fee for the Retro Fitness virtual event is \$25, going towards a goal of collectively raising \$1.25 million for The Valerie Fund. The top three Retro Fitness locations that raise the most money will be featured and broadcasted from a live video stream on a large screen TV at the actual event in Verona Park.

"At Retro Fitness, we pride ourselves in becoming engrained in the community and offering support to local organizations," said Eric Casaburi, founder and CEO of Retro Fitness. "The Valerie Fund is a New Jersey organization with a mission that aligns well with Retro Fitness. The virtual walk is an easy way for many of our clubs to get involved and provide support for this great foundation."

Established in 1976, The Valerie Fund has a mission to provide support for the comprehensive healthcare of children with cancer and blood disorders. The Valerie Fund's Children's Centers comprise the largest network of healthcare facilities for these children in New Jersey, and one of the largest in the nation. Participants can sign up for the Retro Fitness virtual event or donate to the cause at [www.thevaleriefund.org/Walk2013/mobileregistrationdesktop.php](http://www.thevaleriefund.org/Walk2013/mobileregistrationdesktop.php).

Retro Fitness clubs blend vibrant color schemes into a fun, energetic atmosphere where gym members can comfortably meet their fitness goals. With an affordable monthly membership of just \$19.99, Retro Fitness gym members have access to a full-collection of top-of-the-line equipment, cardio machines complete with individualize LCD television monitors, a full-service RetroBlends juice bar, personal training, tanning, locker rooms, and child sitting. Members can also work up a sweat in the popular *RetroTheatre* that houses cardio equipment such as treadmills, ellipticals and recumbent bikes, all arranged in a movie-theatre like setting, and plays movies on a gigantic screen throughout the day.

For more information about Retro Fitness or its franchising opportunities, please visit [www.retrofranchising.com](http://www.retrofranchising.com).

#### **About Retro Fitness**

Founded in 2004 by entrepreneur Eric Casaburi, Retro Fitness has evolved from a regional Northeast gym concept into a national fitness system with nearly 90 gyms in operation in 11 states. Expansion plans call for 150 gyms in the next three years and growth into new major markets such as Maryland, New York, Virginia, Washington D.C., California, North Carolina and Michigan. Each Retro Fitness location is equipped with a full-service fitness center including 60-100 pieces of equipment supplied by leading manufacturers such as Life Fitness and Iron Grip. In 2012, Retro Fitness saw its third-consecutive placement on the *Entrepreneur* "Franchise 500" annual ranking. The company has also been recognized as one of the "Top Fastest-Growing

Franchises” and “Top New Franchises” by the publication. For more information, please visit [www.retrofitness.net](http://www.retrofitness.net), and to learn more about franchise opportunities visit [www.retrofranchising.com](http://www.retrofranchising.com).

### **About The Valerie Fund**

Established in 1976 in memory of Valerie Goldstein, The Valerie Fund’s mission is to provide support for the comprehensive health care of children with cancer and blood disorders. Families turn to The Valerie Fund because of the combination of medical care, counseling, and other services it provides. The Valerie Fund Children’s Centers comprise the largest network of healthcare facilities for children with cancer and blood disorders in New Jersey, and one of the largest in the nation. There are seven Valerie Fund Children’s Centers providing caring, comprehensive, state-of-the-art outpatient health care to more than 4,000 children and their families each year. Patients receive far more than treatment for their physical illnesses. Our philosophy is that to truly heal the children with whose care we are entrusted, we must treat them emotionally, socially, and developmentally, as well as medically.

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