

NO PLACE LIKE **HOME**

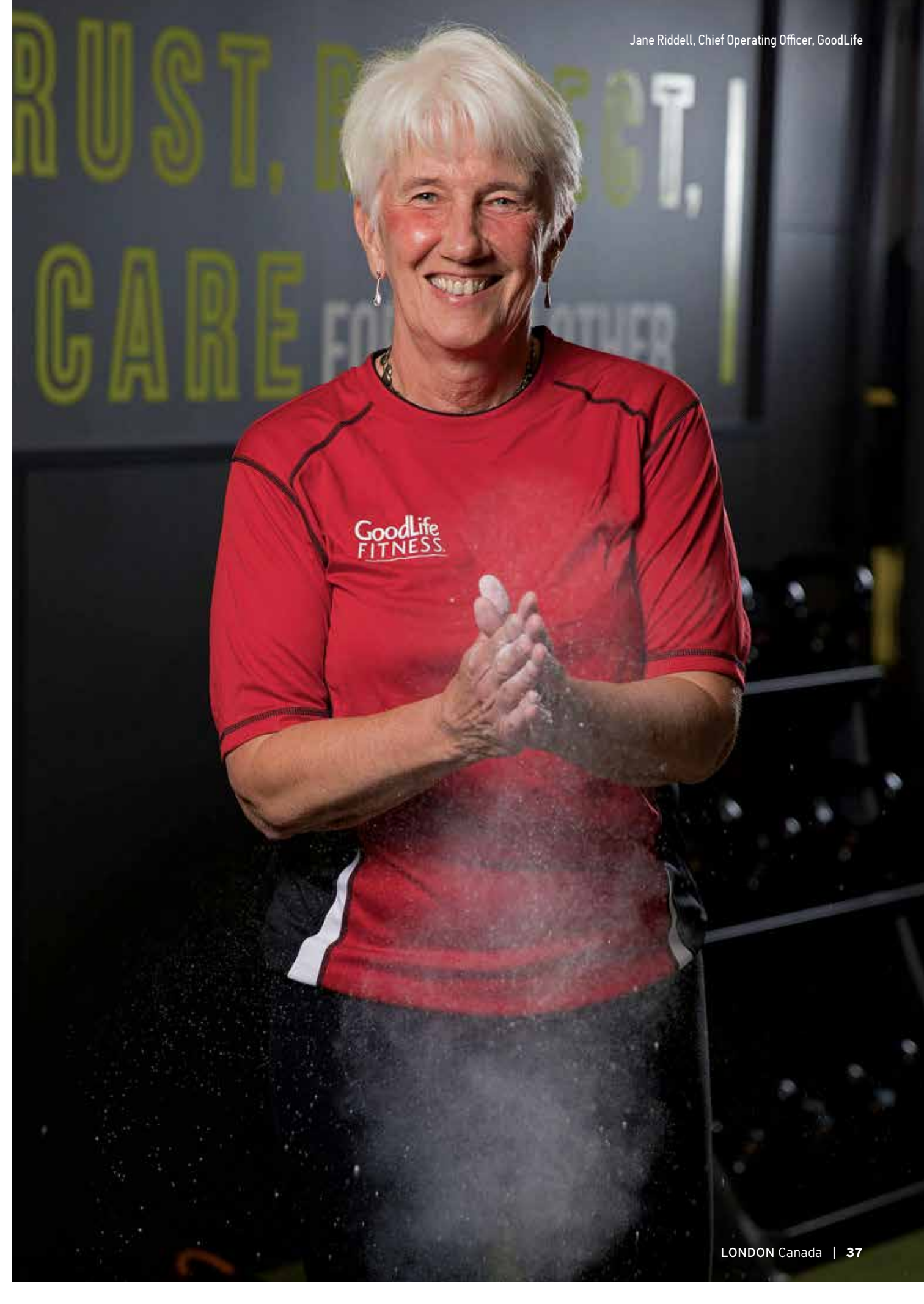
“ This is our legacy to London. GoodLife could not be better anywhere else.

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IT DOESN'T GET EASIER YOU JUST GET STRONGER



GoodLife is the largest fitness chain in Canada.





GoodLife employees use active meeting spaces, which include bicycles, treadmills and swings.

From one small gym in 1979, GoodLife Fitness has become the largest fitness club chain in Canada with over 400 clubs, locations in every province, and more than 1.5 million members. As the fourth largest in the world, GoodLife has more than 350 employees at the home office in London, Ontario and employs a total of approximately 1,000 people in the city and surrounding area.

GoodLife has access to homegrown talent through Western University and Fanshawe College, while maintaining a national focus and connection to larger cities like Toronto that have a high percentage of club locations. More than that, London offers their employees the lifestyle that is fundamental to GoodLife's success.

"There was pressure to move our head office to a larger city like Toronto," says Jane Riddell, President and Chief Operating Officer of GoodLife. "What it came down to is that London is our home, our roots. It's a big draw for our employees with great schools, a culturally diverse city and it's a great place to raise a family."

Consistently recognized with awards for their company culture and employee engagement, such as Platinum Status Canada's Best Managed Companies, the new GoodLife Home Office was built as a thank you to the company's employees. With healthy workspaces, including standing and treadmill desks, a living wall, and an attached gym, the office represents the company's core values and purpose – to give every Canadian the opportunity to live a fit and healthy life.

"The future of fitness means getting into the heads of our members – learning how they want to achieve their fitness goals and providing that experience, whether it be a group fitness class or personalized training," says Riddell.

The award-winning architecture has improved workflow and the bottom-line. "It's a world-class space that symbolizes our success in Canada," says Riddell. "The Home Office also provides our staff the ability to connect with their co-workers with no barriers to getting work done and is attracting new people to join our team."

GoodLife is also revolutionizing the way it motivates and engages members. "Fitness and health are becoming data-driven for some of our members," says Riddell. "We are always trying to find new and innovative ways to provide value to our members across their fitness journey and technology is at the core of that. We are now starting to explore how we can provide personalized digital experiences that meet each of our members' needs." With a burgeoning focus on how innovation, technology and data, the team can capture additional markets in the fitness industry.

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—Jane Riddell, Chief Operating Officer of GoodLife.

GoodLife's Home Office is designed to inspire with its greenery wall and open spaces for collaboration.



Gym locations offer personalized training.

