



SOLDIERFIT, a military inspired fitness franchise headquartered in Maryland, just announced today the launch of "Mission Fit to Own," a contest that will award one U.S. military veteran with a grand prize of a waived franchise fee and one year with no royalties due.

"We're seeking passionate veterans who have always wanted to start their own business, but have never felt they had the guidance or direction to do it," said Danny Farrar, co-owner and

# SOLDIERFIT



# MILITARY FITNESS FRANCHISE INSTITUTES FRANCHISE GIVEAWAY FOR VETERANS

CEO of SOLDIERFIT, an eight year U.S. military veteran who served a combat tour in Iraq. "I want to inspire others who have recently made the sometimes tough transition to civilian life. I was once in their shoes and now I want them to be able to walk in mine."

Franchise applications will be accepted now through July 27, upon which SOLDIERFIT will select 10 semi-finalists to submit a short video, followed by a social voting component to narrow the field down to four finalists. An independent review board will conduct interviews and award the grand prize franchise location to one winner, who will be announced on Veteran's Day, November 11.

SOLDIERFIT initially launched their franchise program in February along the East Coast, with immediate expansion plans for targeted locations in Connecticut, Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia and Florida. A national franchise expansion plan will follow, as SOLDIERFIT actively engages veteran prospective franchisees by offering a 50 percent discount for

qualified military veterans. SOLDIERFIT is a member of the International Franchise Association's VetFran community, a group dedicated to providing business ownership and job opportunities for veterans.

"Everyone involved with SOLDIERFIT is considered family, especially our franchise owners," said David Posin, co-founder and co-owner of SOLDIERFIT. "We are seeking military veterans to award a franchise opportunity and who share our values and desire to excel in the fitness industry. We pledge to share our expertise with the winner of this contest through our comprehensive franchise training and support system."

SOLDIERFIT offers a truly innovative franchise model for contest applicants and other prospective franchisees. Unlike other fitness centers, SOLDIERFIT's top priority is character building. Since SOLDIERFIT's humble beginnings in 2007, Danny and David have grown SOLDIERFIT to include multiple 10,000-plus square foot centers across Maryland. The fitness program encompasses boot camp classes, kid's fitness, personal training and functional fitness.

As SOLDIERFIT continues to grow, Farrar and Posin wanted to promote their franchise opportunity and support U.S. veterans through an innovative, new, approach. Contest giveaways are a fresh take on promotion for businesses, and SOLDIERFIT saw the potential in a veteran franchise giveaway.

"As a business owner, I understand that it's crucial to come up with innovative ideas to promote and expand the business," said Farrar. "Giveaways like these come in many forms, from social media contests to franchise giveaways."

SOLDIERFIT has expanded across Maryland with locations in Gaithersburg, Frederick and Columbia. SOLDIERFIT is continuing its expansion through a targeted franchise opportunity, initially sweeping the East Coast.

**For more information on SOLDIERFIT, visit [www.soldierfit.com](http://www.soldierfit.com). To inquire about franchise availabilities, visit the website and fill out the franchise application or contact the SOLDIERFIT franchise team at (240) 479-4348 or [franchise@soldierfit.com](mailto:franchise@soldierfit.com).**