



24 Hour Fitness and ISSA Launch Industry-First Initiative to Certify All General Managers as Personal Trainers

Thousand Oaks, CA (September 8, 2025) - 24 Hour Fitness, a leader in the health and fitness industry for more than four decades, today announced an education partnership with the International Sports Sciences Association (ISSA), the global leader in fitness and wellness certifications. In an industry first, 24 Hour Fitness will ensure that its nearly 250 General Managers (GMs) are certified Certified Personal Trainers (CPT) and most with ISSA, elevating leadership expertise across all club locations and enhancing the member experience from the top down.

Enrollment for the certification program began August 8, with all participating GMs expected to complete the course by the end of November. Through ISSA's comprehensive CPT curriculum, GMs will deepen their expertise in exercise science, program design, and client motivation, knowledge they will apply to lead their teams, mentor trainers, and create an environment where every member has guidance to reach their goals.

"Our General Managers are the heartbeat of our clubs," said Chris Schmidt, SVP Club Operations, 24 Hour Fitness. "By equipping them with the industry's gold-standard personal training certification, we're raising the bar for leadership in fitness. This initiative ensures every GM can lead by example, speak the language of health and fitness fluently, and foster an environment where both our team members and our members thrive."

The Preferred Education and Trainer Recruitment Partnership between 24 Hour Fitness and ISSA underscores a shared commitment to advancing professional standards in fitness. ISSA will provide a streamlined enrollment process, progress tracking, and ongoing support for each GM through its learning management system.

"Certifying 24 Hour Fitness' General Managers is about more than adding credentials, it's about strengthening the connection between leadership and club members," said Warren Heffelfinger, CEO, ISSA. "When leaders understand the science and art of coaching, they can inspire teams to deliver an exceptional, consistent experience in every club."

This initiative is part of a broader collaboration between the two organizations that will also include social media activations, influencer partnerships, and career events to attract and develop the next generation of fitness professionals. The certification rollout precedes a 24 Hour Fitness Hiring Event planned on the ISSA Career Connect platform in late September, designed to connect ISSA-certified coaches with career opportunities at 24 Hour Fitness locations nationwide.

About International Sports Sciences Association

[International Sports Sciences Association \(ISSA\)](#) is the global leader in online fitness and wellness certifications. For more than 37 years, ISSA has been committed to delivering comprehensive, cognitive, and practical education grounded in industry research. Rooted in

Certified Personal Training certifications, ISSA offers over [50 fitness and wellness certifications](#) and specializations, including a Yoga Alliance-recognized Yoga 200-Hour Teacher Training Course, Health Coaching, Nutrition, and more. ISSA has certified nearly one million trainers across 176 countries while driving toward their vision to connect 100 million people to the power of healthy living by 2030.

About 24 Hour Fitness

For more than 40 years, 24 Hour Fitness has been dedicated to creating a healthier, happier world through fitness. 24 Hour Fitness offers welcoming and inclusive environments with thousands of square feet of premium strength and cardio equipment, turf zones, free weights, functional training areas, and more. Members can choose from a variety of options such as studio and cycle classes, personal training, and innovative digital and virtual offerings to help them keep their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

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