



## **The Camp Transformation Center Opens First Location in San Jose**

### **Local Entrepreneur Creating Compassionate Community of Members Motivating Each Other to Find a Renewed Sense of Purpose Together**

April 2018



**SAN JOSE, Calif.** – The Camp Transformation Center (The Camp), a national brand featuring fitness centers that focus on inspiring powerful physical and emotional transformations, announced today the opening of a new

location in San Jose. Conveniently located at 2230 Quimby Road in San Jose, near Eastridge Mall, the Camp offers local residents a destination to transform their minds and bodies by creating a community and culture that breeds positive behaviors. The center opened on January 8 with the start of its first signature Challenge group class.

Local resident David Lopez is the entrepreneur behind The Camp's location in San Jose and will manage daily operations alongside a team of trainers and gym managers. Lopez's background in real estate and sports has prepared him to support and empower members to perform at their personal best, meet their goals and keep them on track to maintain their transformation.

"I'm looking forward to opening The Camp in San Jose and offering residents the opportunity to transform their lives," added Lopez. "I've seen the results of the program and know that my team of trainers will be instrumental in helping people gain the confidence, strength and power they need to stay committed to their health and fitness goals. We encourage everyone to come check out the center to learn more about the program."

The program consists of group training with dynamic interval workouts, nutrition and supplement plans and highly qualified trainers. Members often join through initial Challenges, which are scheduled seven times per year. For members seeking to maintain their fitness routine, additional Challenges, such as one designed to lose 5 percent body fat in six weeks, is also available. Successful Challengers most often endear themselves to The Camp and become members.

“Through emotional connections made with our trainers, managers and their fellow members, most of our Challengers hit or exceed their goal. We’re confident members in San Jose are just as driven with our encouragement,” added Alejandra Font, who co-founded The Camp in 2010 and is leading the company’s global franchise expansion.” It is incredibly rewarding to know that we have helped transform so many lives, and we’re happy David is bringing the program to San Jose. He is a perfect fit to inspire the people of San Jose to make the transformation they’ve been wanting.”

The trio of Font, husband Luis, who like Alejandra is a proven entrepreneurial, sales and marketing success, and Dr. Sam Bakhtiar, a celebrated self-help author and fitness expert, have perfected The Camp’s unique approach to health and fitness and are now spreading the brand across the country. The opening in San Jose is part of The Camp’s strategic growth strategy. In sum, the brand now has nearly 100 locations open or in development. In 2017, it opened more than 40 new gyms and plans to nearly double that number in 2018.

To learn more about The Camp in San Jose, or to sign up for a challenge group, visit <http://www.thecampfc.com> or call 408-389-7697.

### **About The Camp Transformation Center**

Founded in 2010, The Camp Transformation Center has more than 100 locations open or in development across 13 states and Mexico. Each gym employs the company’s signature Challenge, a six-week initial entry point for members, which aims to be a transformative moment in the lives of those who join and a launching pad for long-term membership. The Camp Transformation Center is known for its enthusiastic staff members, a clean environment, an open, spacious, and colorful design, nutrition and supplement plans, and fitness training that is motivating and affordable.

For more information about The Camp Transformation Center and the franchise opportunity, visit [thecampfranchise.com](http://thecampfranchise.com). Expansion is planned nationwide and internationally.