

# BROKER BLAST

July 2020

## Kaiser Permanente's Partnership With ClassPass Offers No-Cost and Discounted Online Workouts

### Share this value-added opportunity with groups to take advantage of our Race to the Top Bonus

With gym closures and social distancing, it's a challenge to stay physically active right now. Kaiser Permanente has teamed up with ClassPass — a popular fitness membership program that provides access to thousands of different studios, gyms, and wellness offerings, both in-person and virtually — to make it easier for members to exercise from the comfort of their homes.

Kaiser Permanente's partnership with ClassPass means our members now have access to no-cost or discounted virtual and in-person fitness classes through multiple gyms and studios across the country.

Members can choose between two options when they sign up at [kp.org/exercise](https://kp.org/exercise):

- **Online video workouts at no cost** — 4,000+ on-demand fitness classes, including cardio, dance, meditation, and more.
- **Discounts on livestream fitness classes** — Real-time online classes, like bootcamp, yoga, and Pilates, from top gyms and fitness studios.

The partnership is effective July 2, 2020 through December 31, 2021.

When employers support their employees' fitness goals, it can impact their bottom line — with lower health plan costs, lower workers' compensation costs, lower disability insurance costs, and more. In fact, 58% of professionals revealed they would be more likely to accept a job that offered a fitness and wellness package.\* Make sure to share the attached [flyer](#) with your groups so their employees can take advantage of this great offer.

**This opportunity may be a huge value add for tech, consulting, education, and many other industries. Don't forget these organizations may also qualify for our Race to The Top Bonus Program! Check out the attached [flyer](#) for more details around how the Race to The Top Bonus may apply to your groups interested in ClassPass!**

\*<https://classpass.com/blog/classpass-2019-fitness-trends/>