



24 hour gym chain Plus Fitness has raised over \$140,000 for Beyond Blue during its National 'Lift Yourself Up' campaign.

The national initiative saw over 150 of its Australian-based franchisees join together to run a campaign that highlighted the benefits of exercise in addressing mental health issues.

Each participating franchisee donated \$25 for each new member who joined their gyms in August. Funds raised will support Beyond Blue's work to improve the lives of those affected by anxiety, depression and suicide in Australia.

In commending all of the Plus Fitness franchisees and staff involved in the fundraising initiative, Plus Fitness Franchisor Nigel Miller stated "as a network, we have always seen a level of generosity and support from within our franchise network that makes us proud on a daily basis".

"Plus Fitness has been about 'community' from the day the very first Plus Fitness was opened back in 1996. To have retained these core principles as we have continued to grow means a lot to us."

"Regular exercise is of great benefit to those who experience anxiety and depression and there is a strong synergy with the services we provide and the good work that the team at Beyond Blue does on a daily basis.

"We are confident that what our franchisees have achieved here will make a real difference and help create more awareness of the importance of supporting those around us that are affected by anxiety, depression or suicide."

Beyond Blue Acting CEO Susan Anderson said the Plus Fitness campaign will transform lives.

"The donation from Plus Fitness will fund 2,958 calls to the Beyond Blue Support Service, which is funded entirely by donations," Ms Anderson said.

“This generous contribution will change, and potentially save, the lives of people who rely on us when they are at their most vulnerable. On their behalf, Beyond Blue thanks you.”

Plus Fitness is now looking at ways to further its support of Beyond Blue following the success of the Lift Yourself Up campaign.

Mental health professionals are available at the Beyond Blue Support Service via phone 24/7 on 1300 22 4636 or via www.beyondblue.org.au/get-support for online chat (3PM – 12AM AEST or email responses (within 24 hours).