

Press Release

For immediate release: 3rd June 2014



Now you can get fit with Bitcoin

1066Fitness.com has announced that customers can now pay for 1-2-1 personal training or any of its community based fitness classes with the cutting edge digital currency Bitcoin. In a first for the fitness industry, you can now use your mobile phone, tablet device or PC to pay for classes including Zumba and Insanity Live! at venues throughout Kent and Sussex.

With many people now using Bitcoin as their payment method of choice both on and offline, 1066Fitness.com has made it possible to pay for real world fitness using the burgeoning online currency. 1066Fitness.com has accepted online payments via services such as paypal since it began offering fitness classes in 2010, but these require users to sign up and hand over credit card details to a third party. With Bitcoin all transactions are direct from you to the vendor and are completely anonymous.

“Our customers are a very tech savvy bunch and when they asked if we accepted Bitcoin we decided it was time to take the plunge in to this brand new way of paying for services” said 1066Fitness instructor Dionne Edwards.

Managing director Jason Broome added “Simply by scanning a code on your mobile phone or clicking a link on the 1066Fitness.com website anyone can pay for a personal trainer or a fitness class in an instant. It’s so easy, totally secure and you even get a discount!”.

Bitcoin is a form of digital currency, created and held electronically. No one controls it. Bitcoins aren’t printed, like dollars or euros – they are produced by people all around the world, using software that solves mathematical problems. It’s the first example of a growing category of money known as cryptocurrency.

Find out more at 1066Fitness.com

Notes for editors

If you would like to follow up on any of the information in this press release both Jason and Dionne are available for interviews and photo opportunities. We run classes in many locations in Kent and Sussex and, if requested, can provide photo opportunities with groups of our customers of all ages at any of these classes.

Digital copy of this press release <http://1066Fitness.com/press/Bitcoin-PR.pdf> or <http://1066fitness.com/press>

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