



The Wellness Company

Technogym & ACSM renew long-standing global partnership

World leader in wellness and fitness equipment and technologies renews long-standing partnership with the American College of Sports Medicine (ACSM) and Exercise is Medicine (EIM) initiative through to 2020

Since 2010 the American College of Sports Medicine (ACSM) and Technogym have joined forces in the global health initiative, Exercise is Medicine (EIM), to encourage health care providers to include exercise in patients' treatment plans. Both Technogym and the ACSM are committed to the promotion of physical activity as integral to the prevention and treatment of chronic diseases.

Through the ongoing partnership, Technogym has helped to increase the EIM initiative's reach even further internationally. Technogym, internationally known as 'The Wellness Company', has long promoted the benefits of physical activity and a healthy lifestyle to preventative health, through the unique Technogym Ecosystem it has developed. The mywellness platform connects fitness equipment, the first cloud computing platform in the industry, apps and wearable devices to allow people to seamlessly manage their lifestyle anywhere and anytime: reinventing the way people access their wellness and health. Other activity includes its annual 'Let's Move for a Better World' social campaign which raises awareness of the benefits of regular exercise and inspires people to move more.

"We are proud of the positive impact of our long-standing partnership with the American College of Sports Medicine," said Nerio Alessandri, President and Founder of Technogym. "Both Technogym and the American College of Sports Medicine share a commitment to promoting the health benefits of physical activity, and we look forward to continuing our good work and helping to improve the health of the global population."

"The international expansion of the Exercise is Medicine program has been extraordinary, and Technogym has fueled that growth," said Jim Whitehead, ACSM chief executive officer and executive vice president. "We are grateful for Technogym's contributions to helping us spread the message that better health and an improved quality of life can be achieved through exercise."

About Technogym

Founded in 1983, Technogym is the world's leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 80,000 Wellness centers in the world are equipped with Technogym and 40 million users train every day on Technogym. Technogym was the official supplier for the last seven editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016 and PyeongChang 2018.