



## **FOR IMMEDIATE RELEASE**

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## **VELOCITY FITNESS LAUNCHES HIGH-ENERGY "MOTOWN MOVES" INITIATIVE TO REVITALIZE URBAN WELLNESS IN DETROIT**

DETROIT, MI — June 28, 2026 — Velocity Fitness, a premier high-energy boutique fitness brand, officially announced today the launch of its new "Motown Moves" community health initiative. The campaign aims to bridge the gap between premium wellness experiences and urban communities by establishing free, accessible outdoor pop-up fitness hubs and high-energy group workouts across the Detroit metropolitan area throughout the summer of 2026. According to a 2024 report by the Michigan Department of Health and Human Services (<https://www.michigan.gov/mdhhs>), accessible community-led fitness programming correlates with a 15% increase in localized mental and physical wellness markers in urban centers.

The next phase of the campaign kicks off on July 11, 2026, with a flagship high-intensity interval training (HIIT) festival at the Detroit Riverfront. This event will feature live local DJs, specialized high-energy coaching, and complimentary nutritional consultation stations, offering a high-end luxury lifestyle wellness experience entirely free to the public.

"With the expansion of 'Motown Moves,' our priority is creating an environment where high-octane fitness metrics and community inclusivity meet safely in open public spaces," said Sarah Jenkins, Managing Director of Operations at Velocity Fitness. "By bringing premium coaching, athletic programming, and nutritional consultation stations directly to local parks, we want to dismantle traditional geographic barriers to health resources. We are cultivating a supportive culture where lifestyle wellness feels celebratory, sustainable, and deeply rooted in Detroit's neighborhoods."

The initiative marks Velocity Fitness's largest philanthropic expansion to date, blending expert-level athletic coaching with inclusive, community-driven social spaces. To ensure long-term

impact, Velocity Fitness has also partnered with local urban agricultural networks to supply fresh fruit bowls, smoothies, and localized nutritional resources at every event site.

To view the full interactive campaign itinerary, download professional high-resolution event media, or view the official operational lookbook, please visit the dedicated media webpage: Velocity Fitness Media Room Hub (<https://dsjackson4.wixstudio.com/velocityfitnesss/blank-2>).

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### **About Velocity Fitness**

Velocity Fitness is an elite boutique fitness and lifestyle brand dedicated to providing high-energy, premium group training experiences. Focused on athletic performance, community inclusivity, and modern digital integration, Velocity Fitness empowers individuals to optimize their health through scientifically backed, high-intensity training modalities. Headquartered in Michigan, the brand actively seeks to merge professional athletic development with localized civic empowerment initiatives.

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Target Media Outlet: The Detroit Free Press