****Press Release

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**ukactive announces first-ever National Fitness Day app with prizes to help get the UK moving**

ukactive has teamed up with Endurance Zone to launch the first National Fitness Day app, as the clock counts down to the big day on Wednesday 20 September.

‘Fitness Day Rewards’ app launches today (8 September) and has been designed by sports rewards platform, Endurance Zone, to help people maintain motivation by offering prizes and rewards for being more active – inspired by this year’s theme, ‘Your Health is for Life’.

The free app allows users to connect their wearable fitness device to track their activity levels, accumulating one point for every minute of physical activity, and then using these to enter competitions for prizes from the world’s leading fitness and lifestyle brands, such as Les Mills, Headspace, Brooks Running and many more.

The app is available to download now for both [Apple](https://apps.apple.com/gb/app/fitness-day-rewards/id6452013699) and Android users.

National Fitness Day is the UK’s most active day of the year, with thousands of free activities set to take place in gyms, leisure centres, swimming pools, sports clubs, schools, workplaces, parks, and online.

Fitness Day Rewards app will be available until the end of the year, supporting National Fitness Day to inspire millions of people to begin and continue their health and fitness journey.

ukactive is also delighted to announce Optimum Nutrition as the official nutrition and recovery partner for National Fitness Day 2023, in a collaboration to help this year’s campaign highlight the importance of a balanced and healthy approach to diet, sleep and recovery in our health journey.

Optimum Nutrition joins Endurance Zone and men’s mental health charity, Movember as partners for National Fitness Day, with each organisation supporting activation on the day and at the national launch event.

This year’s [launch event](https://www.ukactive.com/news/ukactive-and-partners-ramp-up-plans-for-national-fitness-day-as-thousands-of-facilities-prepare-with-one-month-to-go/) will be hosted by ukactive and GM Active at Salford Sports Village in Greater Manchester, where participants on the Prehab4Cancer programme will use group exercise classes to showcase the power of physical activity for their physical and mental health.

**Huw Edwards, CEO of ukactive, said:** “We’re thrilled to announce the Fitness Day App with Endurance Zone as a brilliant addition to this year’s National Fitness Day and we’re excited to see how this can help incentivise people of all abilities, ages and backgrounds to be motivated to move more.

“This announcement comes as we welcome Optimum Nutrition as our nutrition and recovery partner for the day, and another reminder that National Fitness Day isn’t just about moving our bodies, but it’s about prioritising our mental health, a healthy diet and seeing physical activity as a lifelong routine that gives endless benefits.

“As we approach the day itself, activity is really starting to ramp up and it’s been great to hear stories from all of our members about their exciting plans and free activities for the day. We look forward to seeing how the nation gets involved and all of the great work our members will be doing on the day and beyond.”

**David Birch, CEO and Founder at Endurance Zone said:** “National Fitness Day is a vitally important campaign and we’re proud to support it by doing what we do best, creating rewarding experiences that engage and drive positive action. Creating the Fitness Day Rewards app has been incredibly gratifying for everyone at Endurance Zone and it’s fantastic to now see it live and ready to motivate the nation! .”

**Jessica Watson, GM at Optimum Nutrition said**: “Optimum Nutrition (ON) is part of the Glanbia global nutrition group and has been setting the Gold Standard in sports nutrition for 35 years - helping people everywhere achieve their performance and healthy lifestyle goals.  We are excited to partner with ukactive to help educate people on the benefits of nutrition as part of recovery throughout their fitness journey.”

**To join the fun and find an activity near you, visit the National Fitness Day** [**Location Finder**](https://www.nationalfitnessday.com/finder/)**.**

**To download the ‘Fitness Day Rewards’ app and be in with the chance of winning some great prizes, head to the** [**App store for Apple users**](https://apps.apple.com/gb/app/fitness-day-rewards/id6452013699) **or** [**Google Play for Android users**](https://play.google.com/store/apps/details?id=com.endurancezone.nationalfitnessday)

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