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For Immediate Release:

Monday July 1, 2024

Sacramento Kings Announce Multi-Year Partnership with In-Shape Family Fitness

Sacramento, Calif. – Today, the Sacramento Kings announced a multi-year partnership with In-Shape Family Fitness. Formerly California Family Fitness, In-Shape Family Fitness has 63 full-service health clubs across California with over 20 in the Sacramento region. In-Shape Family Fitness will be a proud partner of the Kings for the next three seasons.

"We are excited to partner with In-Shape Family Fitness to enhance our health and wellness initiatives in our community," said Sacramento Kings President of Business Operations John Rinehart. "We look forward to working together to continue to promote healthy lifestyles for Kings fans."

"In-Shape Family Fitness, formerly Cal Fit, is thrilled to join forces with the Sacramento Kings to make a positive impact on the health and well-being of our community. With over 20 years of dedication to Sacramento, we look forward to enhancing the fan experience and inspiring healthy lifestyles together," said Randy Karr, CEO of In-Shape Family Fitness.

The partnership will feature brand integrations, including digital campaigns, a sponsored In-Shape Family Fitness Flex Cam during select games and in-arena digital signage. Kings will amplify In-Shape's Fit Club Rewards Program with unique incentives and rewards and Kings personalities will make appearances at select club locations.

The partnership, which launches this month will play a role at the sixth annual California Classic Summer League games at Golden 1 Center on July 6, 7, and 9. In-Shape Family Fitness will be present with interactive booths throughout the arena concourse, giveaways, family-friendly in-game activations, co-branded swag, and more.

For Information visit Kings.com or Inshape.com.

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For additional information about In-Shape Family Fitness, visit inshape.com or contact Jacqueline.Buchanan@inshape.com