Active&Fit DIRECT™

George Washington University Employee Webinar

10.2026

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Promotional Growth Strategist
American Specialty Health

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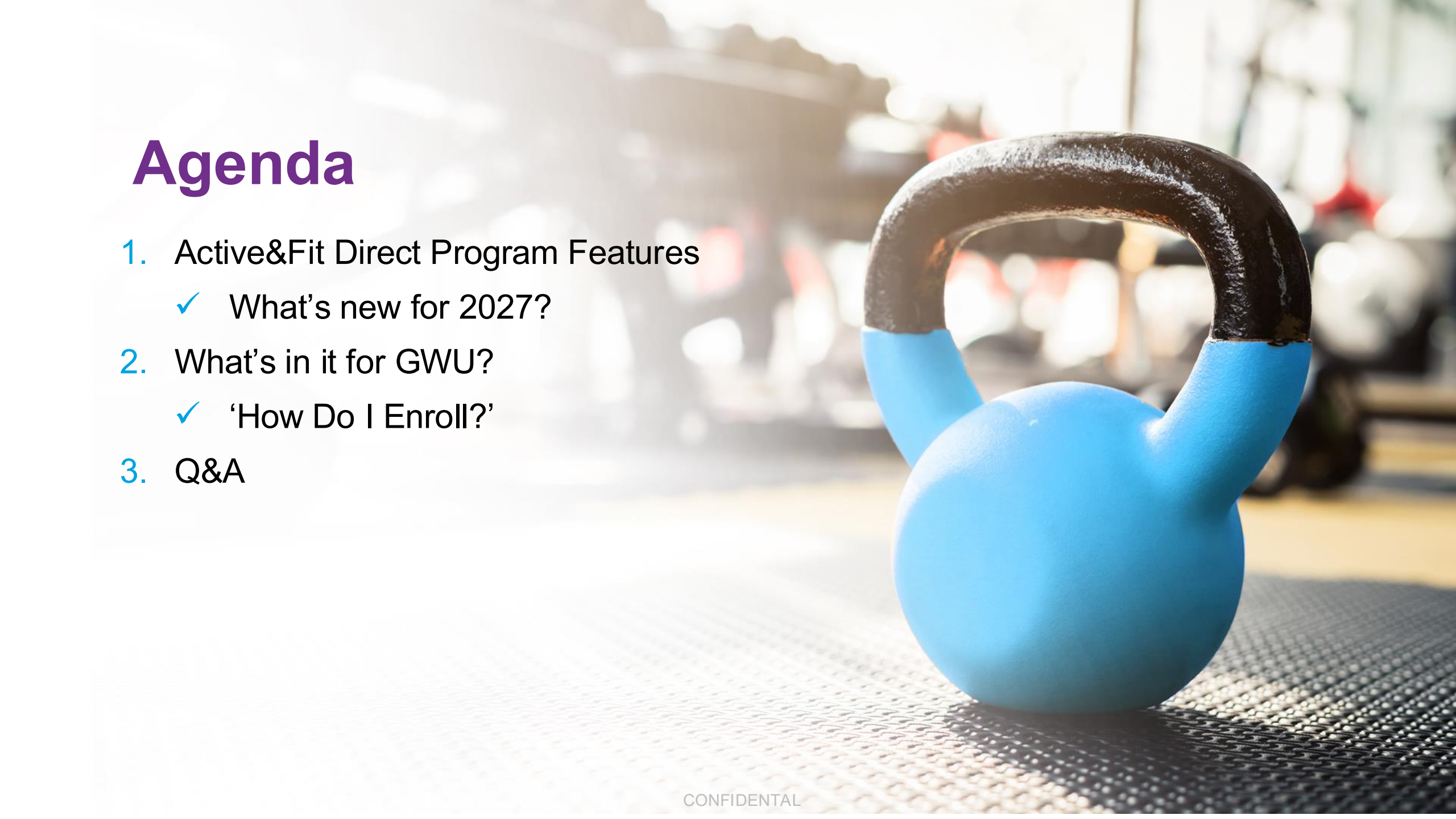
Agenda

1. Active&Fit Direct Program Features
   - ✓ What's new for 2027?
2. What's in it for GWU?
   - ✓ 'How Do I Enroll?'
3. Q&A



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Active&Fit DIRECT™

Program Features

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AF DIRECT™ The Nation's Leading Member Self-Pay Fitness Program 2026

Standard Fitness Membership

Standard Fitness Membership Choices: 12.9K+

24 Hour Fitness · LA Fitness · the YMCA · 24 Hour Workout Anytime · Crunch · Retro Fitness · Gold's Gym · EOS Fitness · Anytime Fitness

Digital Fitness Choices

- Curated Member Experience
- **18,000+** Workout Videos *Available: All Registered & Enrolled Members*
- Active&Fit Direct Marketplace: Discounts on Health, Wellness, and Fitness

Well-Being Choices

- Live Well-Being Coaching: Exercise, Nutrition & more
- Well-Being Support Coaching for GLP-1/AOM
- Online Educational Resources
- Connected! Tool 250+ Trackers & Apps

- NO Long-Term Member Contracts
- NO Annual Maintenance Fees
- NO Hidden Fees
- NO Eligibility File
- NO Cost to Employer or Health Plan

Active&Fit Branding & Public Service
Free Public Access Fitness Class
Monday through Friday

Fitness Membership: Additional Options

Fitness Membership Discount:
Member receives a $5 discount per month for each additional Standard or Premium fitness membership

Premium Membership Choices (10.6K+):
(substantial discounts on most memberships)

orangetheory FITNESS · CLUB STUDIO · STRETCH LAB · YOGASIX · CrossFit · the YMCA · CLUB PILATES · NYSC · pure barre · campGladiator · CYCLEBAR · F45 TRAINING · Curves · FIT4MOM

FREE Digital Workouts for All Eligible Employees & Spouses

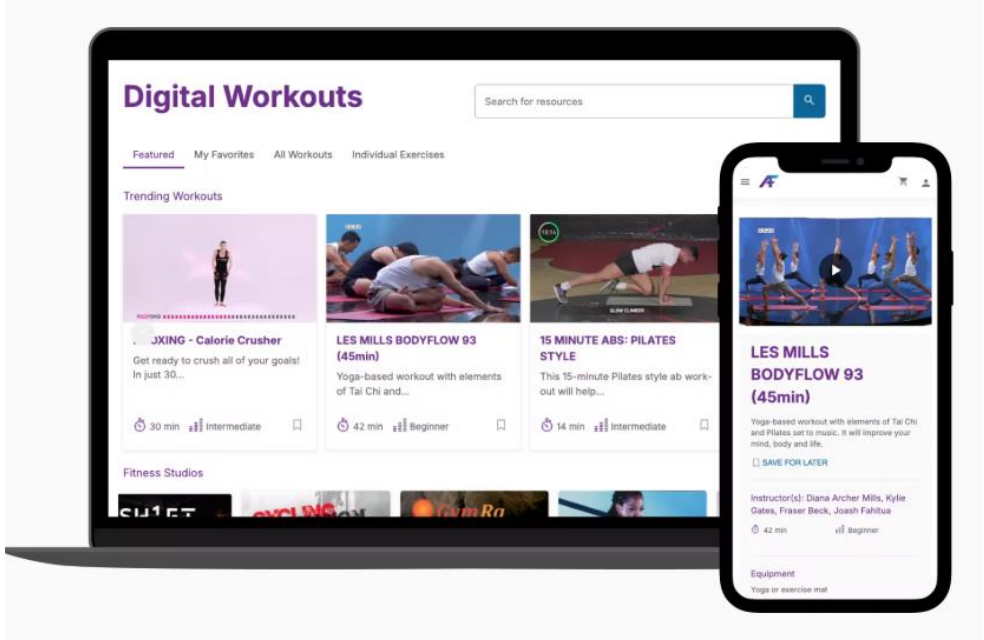
Featuring 18,000+ digital workout videos for all fitness levels, just register for access.

Choose, create, and curate your own digital fitness experience based on your preferences including fitness levels, class duration, and instructor.

Work out on your own schedule and in the comfort of your favorite setting.

Classes available for strength, yoga, cardio, cycling, dance, tai chi, and more.

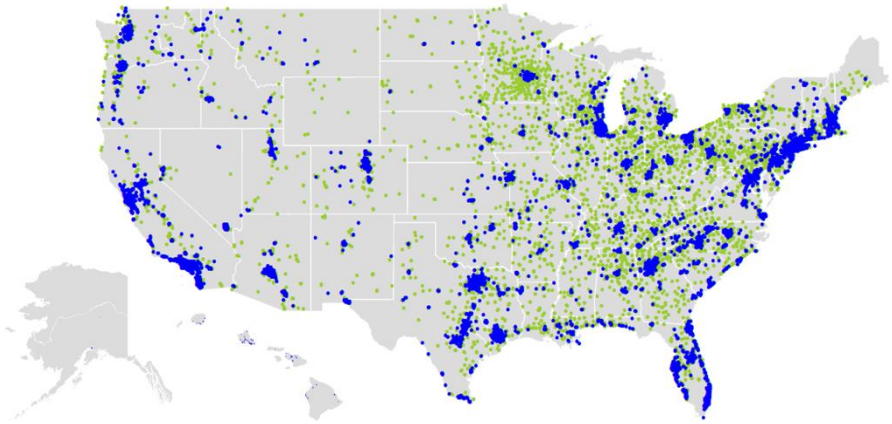
Digital Workout videos are optimized for desktop, mobile phones, and tablets



Active&Fit Direct Standard and Premium Networks

Access to 23,000+ fitness centers, fitness studios, outdoor group exercise sessions, community centers, and more

	Standard Network	Premium Network
Member Cost	$28/Month (plus tax)	Monthly buy-up option (substantial discounts on most memberships)
Fitness Studios	Smaller location, limited services, typically only group fitness classes (Yoga Studio)	Higher-priced studios: Yoga, Pilates, CrossFit, Cycle, F45, Barre, Boxing
Fitness Centers	Traditional Coed Fitness Center with cardio and strength equipment (LA Fitness, YMCA) and Gender Only Fitness Centers (e.g., Curves)	Higher-priced fitness centers: YMCAs, acac, Crunch, Camp Gladiator
ActiveOptions	Instructor-led group fitness classes in non-traditional settings (parks, senior centers, churches)	Higher-priced instructor-led group fitness classes in non-traditional settings (parks, boot camps)
Activity-Based	Lower cost Swimming, Boot Camps, Martial Arts, Indoor Rock Climbing	Higher priced Swimming, Boot Camps, Martial Arts, Indoor Rock Climbing



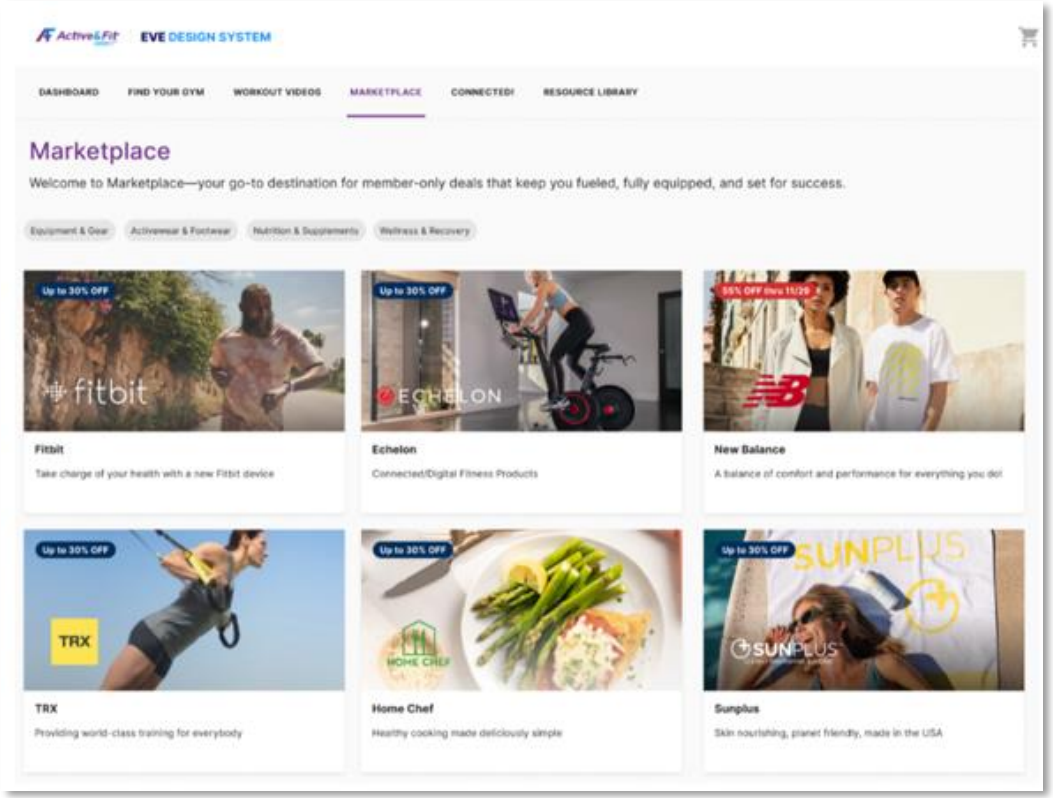
- 12,900+ Standard Locations
- 10,600+ Premium Locations

NEW! Active&Fit Direct Marketplace

NEW! All enrolled Active&Fit Direct members will have access to the Active&Fit Direct Marketplace, the new go-to destination for big discounts on top-tier health & fitness brands.

Enrolled members simply log in to their Active&Fit Direct account and click on the Marketplace tab to view the savings available to them. Some partners and current savings included:

- **20% off select Adidas® gear**
- **25% off New Balance® sportswear**
- **Up to 20% off Fitbit® devices**
- **20% off Garmin® devices**
- **15% off Vitamix® products**
- **25% off Skullcandy®**
- **And more!**



Through exclusive discounts, members can invest in top-of-the-line fitness equipment, recovery aids, meal kits and nutrition tools, and more.

Active&Fit Direct 1:1 Unlimited Well-Being Coaching

Support for members taking GLP-1s for weight loss!

Live coaching to change health behaviors and improve overall health and well-being

- Primary coach model
- Evidence-based
- Personalized Member-centered focus
- Motivational and goal-based coaching – develops accountability
- Health advocacy and getting the help needed
- Sustainable habit development

Fitness

Nutrition

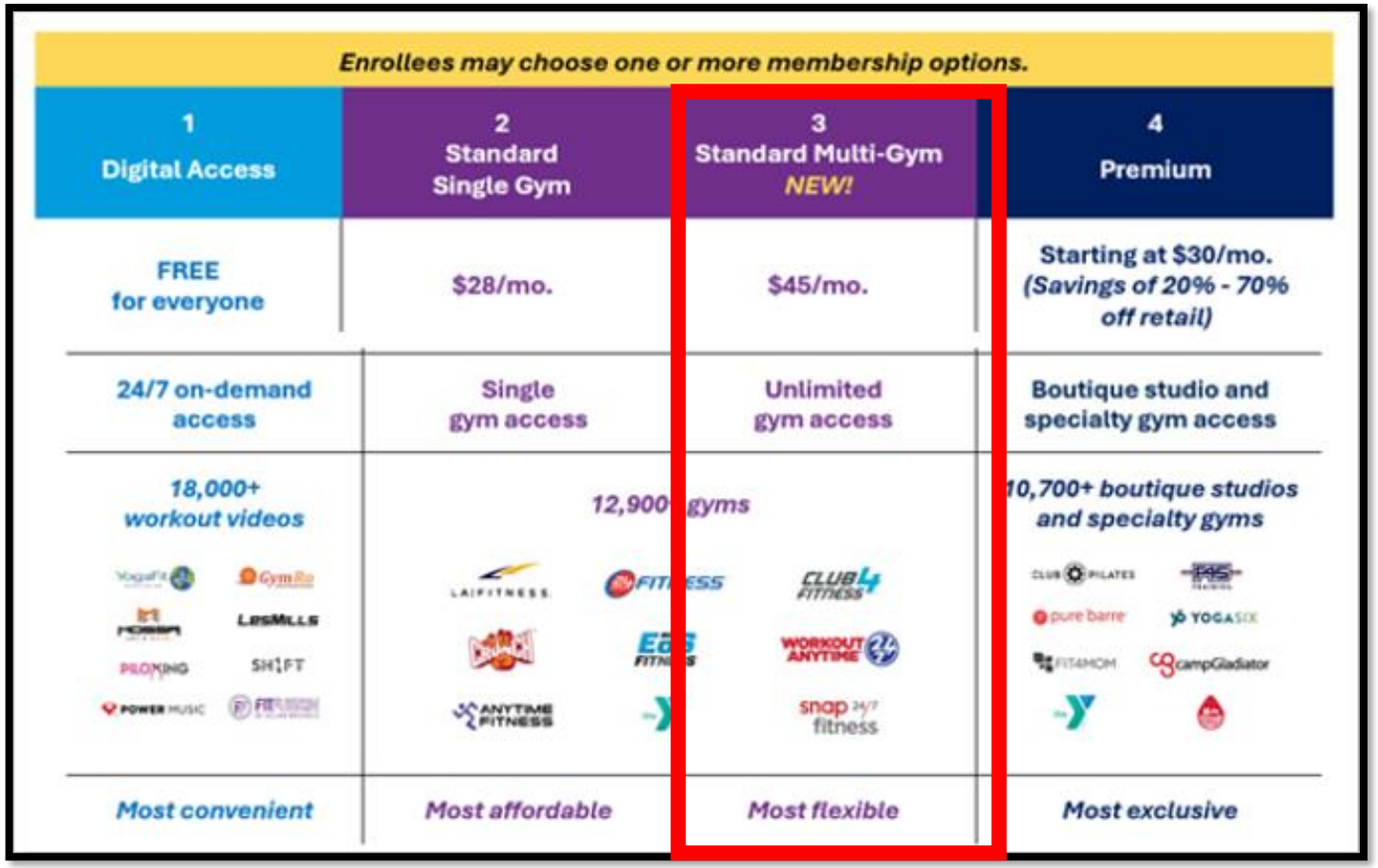
Weight Management

Stress Management

Sleep Hygiene

GLP-1/AOM Support

NEW: Multi-Gym Access 1.1.2027



Active&Fit DIRECT™

What’s in it for GWU?

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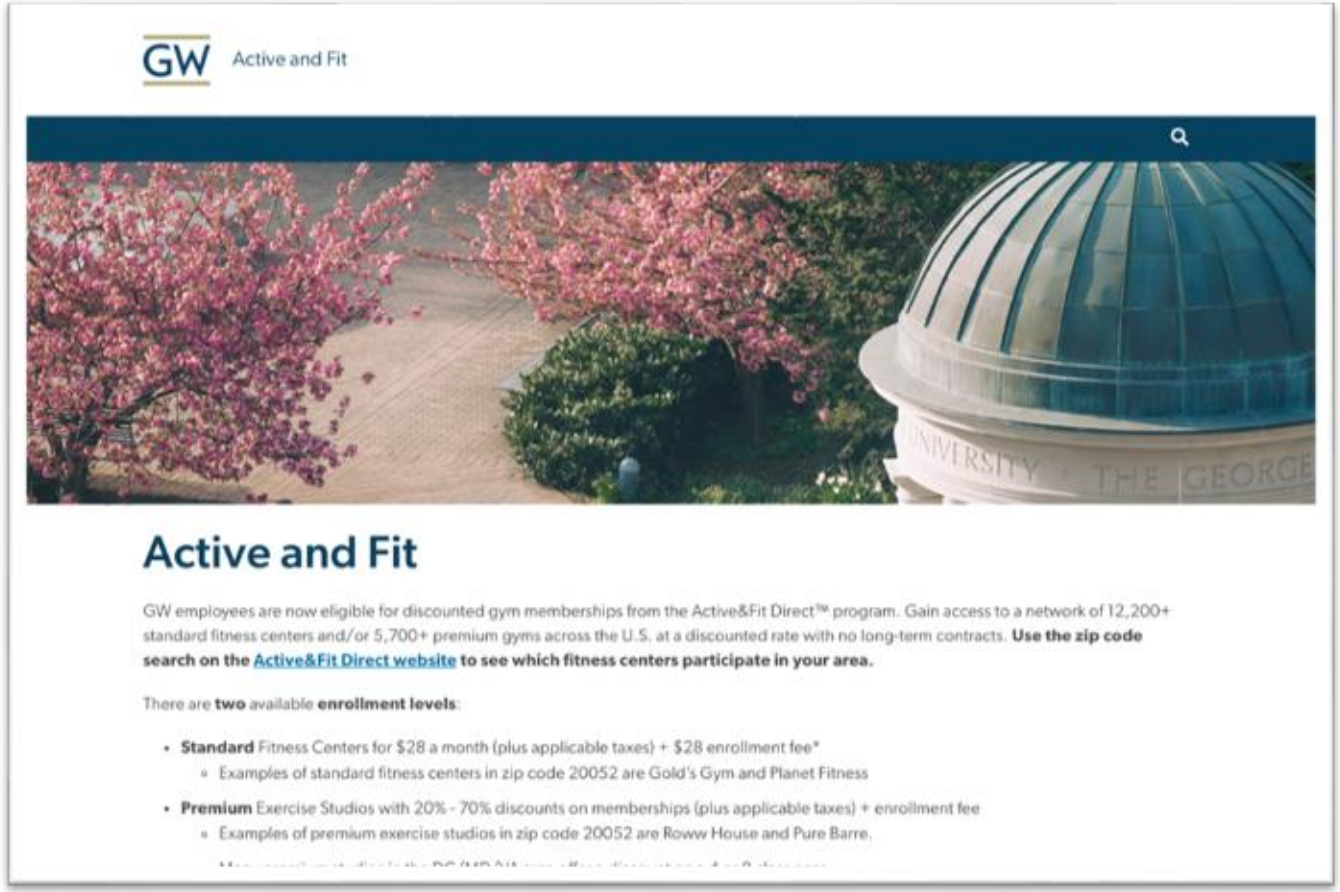
Program benefits for employees & spouses

- **A benefit that you use daily/most days of the week**
- **Spouse/Domestic Partner are eligible** to join with the same program features & price points
- **Waived *enrollment fee of $28 for BOTH Standard and Premium gym memberships***
  - **Sept 1 – Dec 31, 2026:** ***Code = JUSTMOVE***
- **You have OPTIONS:**
  - Enrollment **Start-Date** Flexibility – For members who discover the program late in the month and don't want to pay for a full month of enrollment (prices are not prorated).
  - **Flexibility** when switching fitness centers – Member can switch fitness centers on the 1st of the month with no change fee
  - **Large Gym Chain Internal Reciprocity**: Reciprocity will still exist within many fitness center chains in the Standard network, so members can use the same fitness center chain in different locations for no additional fees.

To Enroll….https://my.GWU.edu/



GW Active and Fit

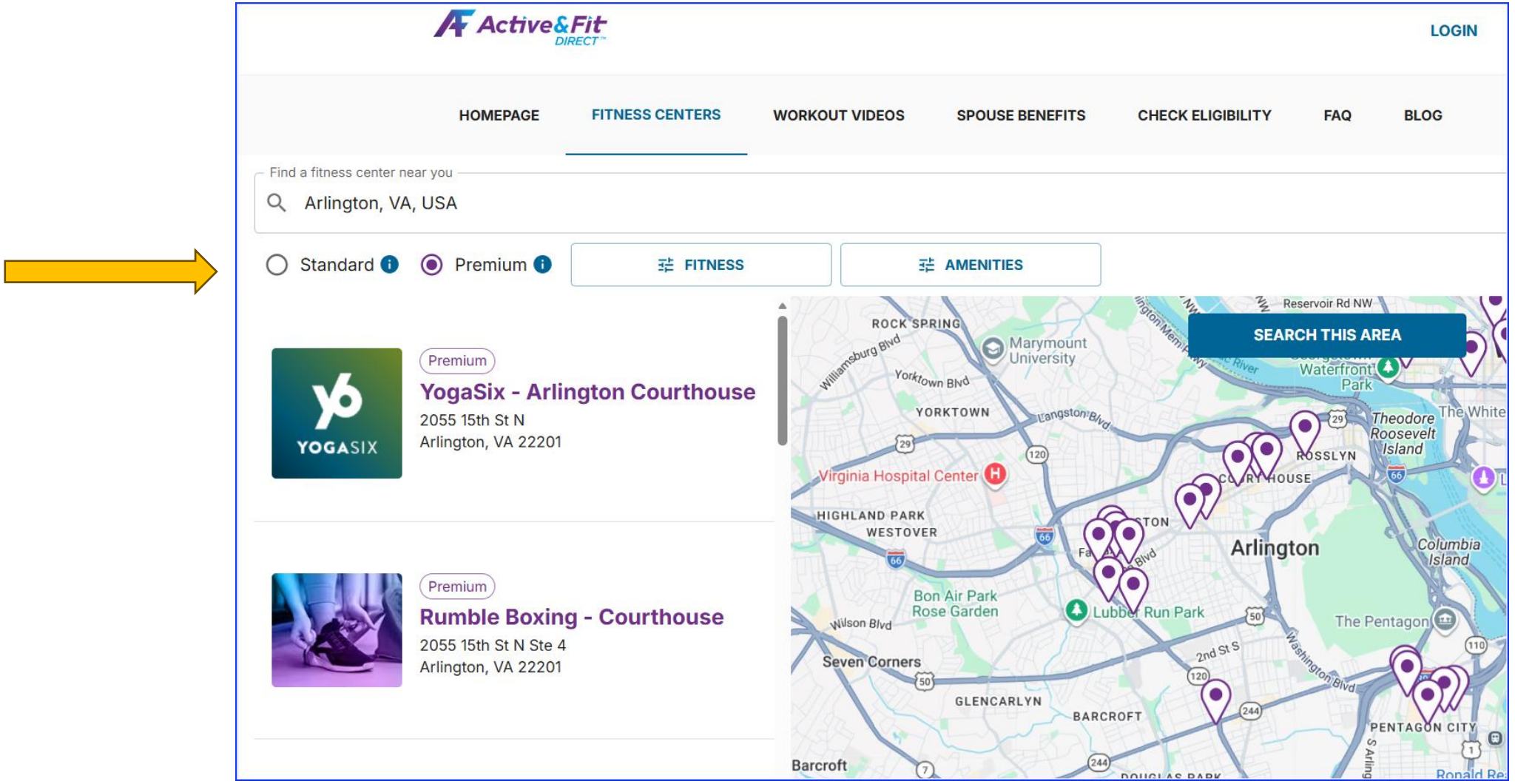
Active and Fit

GW employees are now eligible for discounted gym memberships from the Active&Fit Direct™ program. Gain access to a network of 12,200+ standard fitness centers and/or 5,700+ premium gyms across the U.S. at a discounted rate with no long-term contracts. **Use the zip code search on the Active&Fit Direct website to see which fitness centers participate in your area.**

There are **two** available **enrollment levels**:

- **Standard** Fitness Centers for $28 a month (plus applicable taxes) + $28 enrollment fee*
  - Examples of standard fitness centers in zip code 20052 are Gold's Gym and Planet Fitness
- **Premium** Exercise Studios with 20% - 70% discounts on memberships (plus applicable taxes) + enrollment fee
  - Examples of premium exercise studios in zip code 20052 are Roww House and Pure Barre.

Find & select your gym then complete the enrollment process



Active&Fit Direct Member Fees

Initial Fee Standard Network ~~$84~~ **$56** (Plus applicable taxes)	Enrollment Fee[1]:	~~$28~~ $0
	Monthly Membership Fee (enrollment month):	$28
	Monthly Membership Fee (second month):	$28
	Total:	~~$84~~ $56
Initial Fee Premium Network (Plus applicable taxes)	Enrollment Fee[1]:	~~$28~~ $0
	Monthly Membership Fee (enrollment month):	$30-200
	Monthly Membership Fee (second month):	$30-200
	Total:	Varies
Standard Monthly Fee (Plus applicable taxes)	Recurring Monthly Membership Fee[2]:	$28
Premium Monthly Fee (Plus applicable taxes)	Recurring Monthly Membership Fee[2]:	$30-200

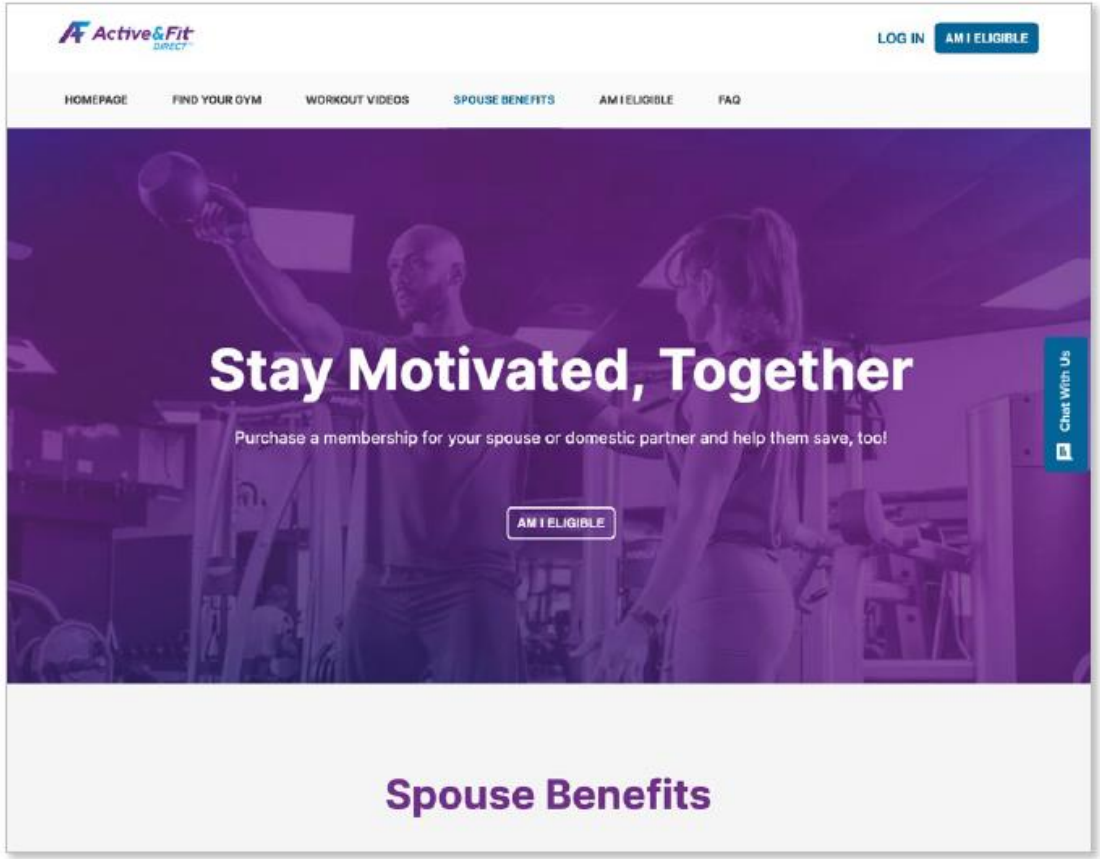
Premium Network Prices vary. May range from $30-200 per month.

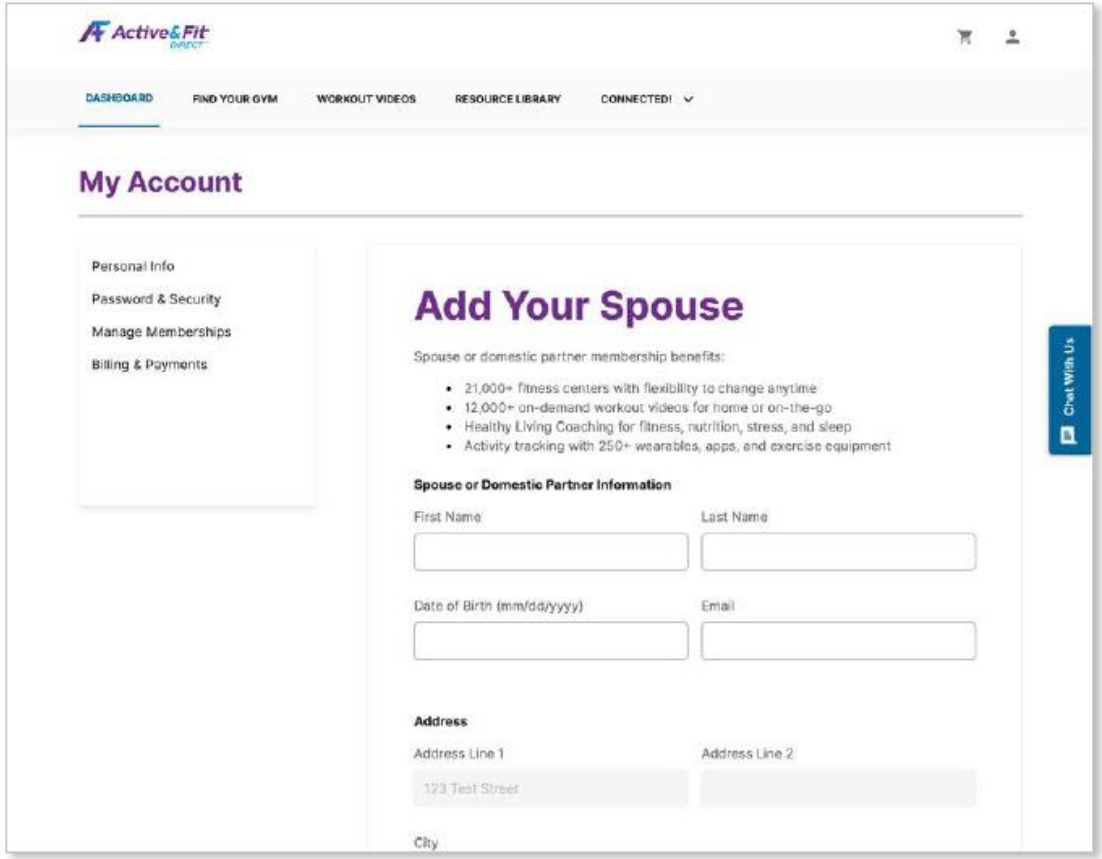
[1] Applies to any new membership, including members who previously participated, terminated their membership, and are now enrolling again. $28 enrollment fee waived for both the standard and premium gym networks

[2] Members can cancel enrollment after 2 months of consecutive participation.

Enroll a Spouse/Domestic Partner

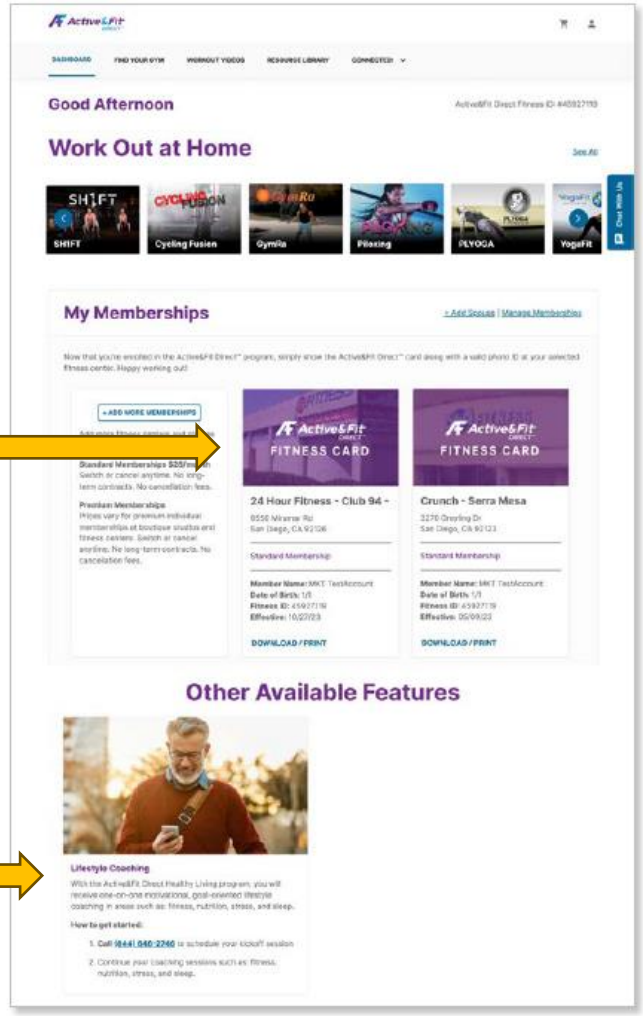
Members can now enroll their spouse/domestic partner through their account.

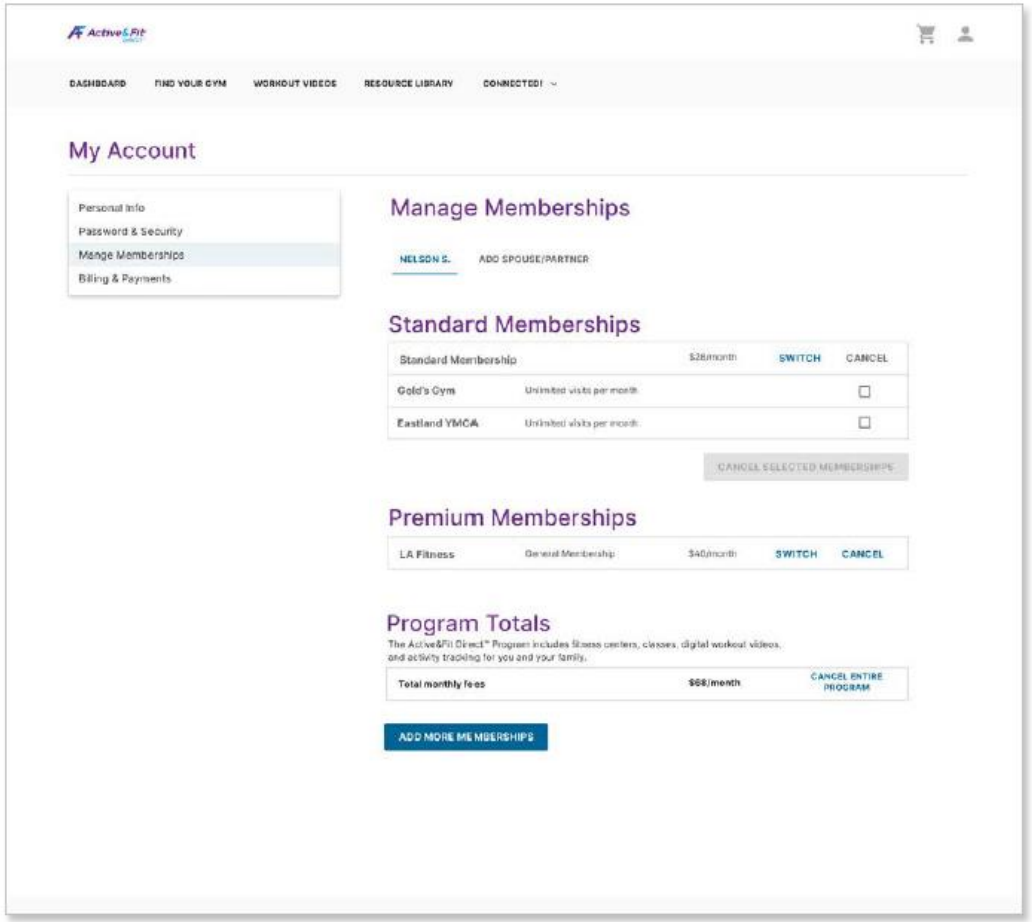




✓ TAKE YOUR FITNESS ID TO THE GYM
✓ CONNECT WITH A WELL-BEING COACH

Post-Enrollment Dashboard





FREE AFD Webinar Series - October

Health Literacy Month: Understanding Social Determinants of Health

Wednesday, Oct 21st at 10am PT/12pm CT/1pm ET
Hosted by: Loren James, Senior Manager-Coaching Operations

Register here: [Understanding Social Determinants of Health—An Active&Fit Direct™ Webinar]

FREE AFD Webinar Series - November

Gratitude Sound Journey: Guided Sound Bowl Experience

Wednesday, November 4th at 3pm ET/2pm CT/ 12pm PT
Hosted by: Penny Bailey, Ph.D. Exercise Science & Educator

Register here: [Gratitude Sound Journey: Guided Sound Bowl Experience—An Active&Fit Direct™ Webinar]

FREE AFD Webinar Series - December

Winter Wellness: Immune Support & Self-Care Strategies

Wednesday, December 9th at 3pm ET/2pm CT/ 12pm PT
Hosted by: Carol Lee, DAOM, Lac, Manager- Member Quality Assurance

Register here: [Winter Wellness Through Chinese Medicine: Immune Support & Self-Care Strategies—An Active&Fit Direct™ Webinar]

Questions?

Contact

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FAQs | Active&Fit Direct

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