



Dear YB Members,

March 24, 2020

I hope this note finds you healthy and safe in these trying times. And I hope you will forgive me as I ask for a few minutes of your time to read and consider this note.

**First a little background.** Some of you are new members to YB, some have joined us since our opening five years ago, and some go way back to our predecessor. I truly believe that many of you share the same passion for YB that I have. My passion spurred me to buy the club five years ago, even though it had been financially challenged for a number of years. I bought it because, as a member since 2001, I had come to love its members, its staff, the facility, and the atmosphere. To use a cliché, it was and continues to be a labor of love.

**Even at its best, the club has never done more than break-even financially,** yet I continued to operate it for the same reason I bought it: I appreciate our member community, and, even more importantly, I feel an obligation to our employees who work so hard and who depend on YB to support their families. Our employees are the salt of the earth. They are hard workers who come to work every day with a smile, to perform their jobs with pride and professionalism.

**To be blunt, it will be extremely difficult for YB to survive a prolonged shutdown.** The purpose of this letter is to ask for your help in supporting our club and staff. Even just a little support from many of you will make all the difference, and will ensure that our club will be open again once this crisis is over, when we'll need to work out, sweat and recover.

## Your Membership as of April 1<sup>st</sup>

**Therefore, I am asking that any member who is able to do so, allow us to unfreeze your membership as of April 1st in exchange for future credit.** By unfreezing your membership, you will help to maintain critical operations at YB and allow us to reopen once this crisis is over to continue to provide a great place to workout for you and provide an income to our employees and their families at a time when they will need it most. To do my part, I am making the following pledge to you and the club:

- Not one dollar of unfrozen membership fees will end up in my pocket. In fact, I will personally match each dollar of unfrozen memberships to keep the club running.
- For each day that we are closed and you have unfrozen your membership, we will **CREDIT YOU WITH TWICE THE NUMBER OF DAYS** to extend your membership. We hope that you will view unfreezing not only as a short-term support for YB, but also as a long-term personal investment for you.

**IF YOU WISH TO KEEP YOUR MEMBERSHIP FROZEN, PLEASE LET US  
KNOW BY RESPONDING TO THIS EMAIL  
OR BY EMAILING [Info@YBFitness.com](mailto:Info@YBFitness.com)**

We understand that this is a tough time for all and we respect that not everyone may be able to help, either way we thank you for your consideration.

We are committed to serving you, our wonderful members, even while quarantine measures are in effect. We are curating virtual classes and workouts from both national providers and from some of our very own instructors and trainers. Follow us on [Instagram](#), [Facebook](#) and [the YB app](#) for live meditations, mindfulness and more to tackle the anxiety of this difficult time.

**Thank you for your support of YB, our employees and our member community.** Please be sure to take care of yourself and each other, knowing that we will all be stronger after this ordeal.



Best regards,

**Alex Crispo**  
Owner, YB Fitness



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