

CityFitness Announcement Press Release



The one crazy idea that is calling Kiwis to their feet

FOR IMMEDIATE RELEASE

/STARTS/

26/05/26 - The Morning Shift and CityFitness are calling on Kiwis across Aotearoa to get moving through a nationwide challenge to walk one billion steps together, with a goal far bigger than just hitting a number.

What started as “one crazy idea” has rapidly grown into a nationwide movement. Step Up Aotearoa already includes more than 2,000 participants, with over 300 million steps counted so far.

The initiative aims to help New Zealanders build healthier habits by making movement part of everyday life, whether that is walking more, taking the stairs, or getting active with friends and whānau. Together, The Morning Shift and CityFitness share a vision of making New Zealand the healthiest nation in the world.

“What started as one crazy idea has turned into something really powerful,” said Jordan Vahaakolo from The Morning Shift. “Seeing thousands of Kiwis already getting behind this campaign shows how ready people are to make positive changes to their health. The billion-step goal gives everyone something to work towards together, but the bigger picture is creating healthier habits that last.”

Marketing and Communications Director at CityFitness, Gertrude Tevita, says the campaign is about making health and fitness feel achievable for everyone.

“Not everyone is ready to jump straight into a full-on fitness programme, but everyone can take a step,” Tevita says. “Walking is one of the easiest ways to improve not only physical but mental health as well, and this initiative is about encouraging habits people can maintain long term. If we can get more New Zealanders moving consistently, we can create a healthier future together.”

Participants can track their steps individually on the Stridekick app, contributing to a live nationwide tally, while podcast updates and social challenges help keep Kiwis motivated and connected.

While one billion steps is an ambitious goal, The Morning Shift and CityFitness say the true success of the campaign will be the healthier habits and more active lifestyles it inspires across New Zealand.



Figure 1: CityFitness x The Morning Shift. Step Up Aotearoa

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More information

You can find more information about CityFitness and membership options on our website:

www.cityfitness.co.nz

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Notes to the Editor

CityFitness is New Zealand's largest fitness provider, operating 65+ locations nationwide and serving more than 250,000 Kiwis. CityFitness offers accessible and affordable high-quality fitness experiences through its CityFitness and Simplicity Fitness clubs, supporting members in building strength, confidence, and lifelong wellbeing.