

## **Les Mills and HYROX partner to maximize motivation for global fitness community**

*Rooted in the brands' shared sporting heritage, the partnership will amplify the motivation and community of global fitness racing through science-backed training experiences and elite-level coaching.*

**Cologne, Germany, 16 April 2026:** Les Mills has been named the Official Group Training Program Partner for HYROX in a new global partnership aiming to inspire millions of gym members through the motivation and community-building power of global fitness racing.

With global fitness racing aspiring to become a fully developed sports vertical, all the way from HYROX Youngstars, to Elite professional racing, the world's fastest-growing fitness race is joining forces with the industry's largest group training provider to enhance the sport and help participants, coaches and gyms to reap the rewards.

With a combined global footprint of over 30,000 gym partners and 175,000 Instructors/coaches, the two brands aim to elevate the fitness industry through a multi-faceted partnership spanning programming, coaching development and event activations.

The collaboration will kickstart with the launch of two new group training programs: CEREMONY HYROX and CEREMONY HYROX MAX. Based on the successful LES MILLS CEREMONY functional circuit format, the new programs will support HYROX training, while retaining the unique blend of music, motivating coaching, community and science-backed movement that Les Mills is famous for.

The new programs, plus HYROX affiliation and access to the full HYROX365 platform, are now available to clubs as a preferential package to help operators combine the power of world-class group training with the lure of the industry's ultimate way to train.

Les Mills workouts are developed through an exhaustive process involving sports scientists, physiologists and movement specialists, ensuring every class is safe, scalable and effective for performance improvement. This scientific foundation will now support everyday athletes training for HYROX events.

Both organisations share strong sporting heritage and deep expertise in performance training. Christian Toetzke is a former decathlete and global sports leader who started HYROX in 2017 with double Olympic Gold Medallist Moritz Furste.

Les Mills was started by its eponymous founder, a four-time Olympian and New Zealand's national track and field coach, who launched gyms based on elite sports training. But the organisation didn't take off until his son Phillip Mills – also a former elite athlete and now Les Mills Managing Director – turned weight training and running into group workout experiences.

Phillip Mills is one of the most experienced players in the global fitness industry. His company supplies group workouts to 23,000 gyms across 120 countries, and Phillip recently received the HFA Hall of Fame award.

He adds: *"I'm a strong believer in club-based sports for the community and membership engagement they create. Over the years, my clubs in New Zealand have benefited hugely*

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*from organising running, triathlon, CrossFit training and other gym-related sports teams. I believe that fitness racing will be the biggest of them all, and I'm inspired to be involved with HYROX."*

Douglas Gremmen, Chief Growth Officer at HYROX, said: *"Partnering with a brand like Les Mills felt very natural to HYROX, given its well-established reputation and credibility within the global training community, and its consistent effort when it comes to the direction of group fitness through innovative concepts.*

*"At HYROX we're excited to see what the partnership holds, and the ways in which we will unlock its unique approach to developing scalable and repeatable workouts, whilst maintaining the core essence of the sport of HYROX – helping to give athletes the experience of the best of both worlds, ensuring they are as prepared as possible for race day."*

**TO LEARN MORE ABOUT THE PARTNERSHIP AND HOW YOUR FACILITY COULD BENEFIT, VISIT: <https://www.lesmills.com/hyrox-partnership>**

## **ABOUT LES MILLS**

Les Mills is the global leader in group training and creator of over 30 programs available in leading fitness facilities around the world. Les Mills programs include the world's most popular strength-based group workout BODYPUMP™, BODYCOMBAT™ (martial arts), THE TRIP™, LES MILLS SPRINT™ and RPM™ (indoor cycling), LES MILLS CEREMONY™ (functional circuit training), and its latest fitness innovation – BODYPUMP HEAVY™.

The company was founded by Les Mills – a four-time Olympian and national head coach of New Zealand track and field – who opened his first gym in 1968 with the aim of taking elite sports training to the masses. Today, Les Mills workouts are delivered by 100,000 certified Instructors in 22,600 clubs across 110 countries, as well as via the LES MILLS+ streaming platform and Extended Reality (XR).

## **ABOUT HYROX**

HYROX is a global ecosystem of events, training, and coaching designed to inspire and impact 100 million lives. Built around a unique race format of 8 x 1 km runs and 8 workout stations, HYROX has established the gold standard in fitness racing and is driving toward Olympic recognition. By connecting the world's gym communities through the transformative power of training and competition, HYROX is the cultural heartbeat of fitness.