

# FITNESS FIRST BREAKTHROUGH CHALLENGE 2026

The Breakthrough Challenge (“Campaign”) is a 90-day fitness challenge that is organized by Fitness First Singapore Pte Ltd (“Organiser”/“Organisers”) from the 1 July 2026 (GMT 12.00AM) to 31 October 2026 (GMT 11.59PM) (“Campaign Period”) and will be available at all Fitness First Singapore clubs.

## 1. Eligibility

- 1.1. The Breakthrough Challenge is open to citizens and legal residents of Singapore who are 14 years of age or older at the time of entry and is subject to execution of the waiver of liability by a participant (or on behalf of a minor participant by a guardian/parent).

## 2. Contest Period

- 2.1. The contest registration starts from 1 July 2025 (GMT 12.00AM) to 31 July 2025 (GMT 11.59PM).
- 2.2. Participation can begin either after your initial body assessment during registration or on 1 August 2026. You must complete all mandatory requirements within 90 days and submit your story by 31 October 2026.
- 2.3. No participants will complete the challenge beyond 31 October 2026.

## 3. Campaign Mechanism

- 3.1. As a condition of entry, all participants must successfully complete and submit the official online registration form via the designated Google form platform. Participants are strictly required to provide accurate, current, and complete information as prompted by the form.
- 3.2. After registering, participants must complete the initial body assessment at their respective dedicated club latest by 31 July 2026. Participants are also required to take pictures showing their entire body - frontal view, back view, and the side view. All required details must be recorded in Fitness First SEA mobile app.
- 3.3. All body assessments must be assisted by a personal trainer. A body assessment submitted without the acknowledgement of the personal trainer will be marked as disqualified without notice.
- 3.4. Any incomplete body assessment after 31 July 2026 will be marked as did not start (DNS) and will be marked as disqualified without notice. For clarity, an incomplete body assessment means the lack of complete pictures showing the frontal view, back view and side view, OR an incomplete initial body assessment.
- 3.5. Participants will follow their respective workout routine (with a Personal Trainer) from the day of the initial body assessment until the 90th day from the start date, or before 31 October 2026.
- 3.6. Participants are required to clock at least 24 hours of personal training within the 90 days to qualify for completion of the challenge and/or as a winner.
- 3.7. Participants are required to work with his/her personal trainer to submit one (1) final story documentation, which must be received no later than 31 October 2026. Failure to submit by this deadline will result in disqualification.
- 3.8. There is a total of one (1) full story submission needed throughout the contest. Failure to submit the milestone form before the deadline will result in disqualification without notice.
- 3.9. Participants are encouraged to share their journey by uploading photos and videos (referred to as ‘Media submissions’) to the official Google form platform which will be provided in email

# FITNESS FIRST BREAKTHROUGH CHALLENGE 2026

communications to the participants. By submitting this media, the participant grants Fitness First Singapore full permission and consent to use these materials as User-Generated Content (UGC) on the Fitness First Singapore's social media channels and marketing platforms. No further compensation or approval will be required for such use.

3.9.1 All media submissions must prominently feature the registered Breakthrough Challenge 2026 participant; equipment-only or third-party shots are strictly prohibited.

3.9.2 Media submissions must explicitly depict Breakthrough Challenge-related activities, including but not limited to Personal Training sessions, workouts, and gym progress.

3.9.3 Video entries should ideally be formatted vertically and must not exceed a maximum duration of sixty (60) seconds.

3.9.4 Media must be clear, stable, and free from heavy digital filters that distort visibility; blurry, shaky, or low-resolution content will be deemed invalid.

3.9.5 Content must not contain obscene, defamatory, offensive, inappropriate, or legally objectionable material.

3.9.6 Media submissions remain subject to review by a judging panel. The Organizer reserves absolute discretion to deem any submission invalid as UGC for content or marketing purposes if it fails to meet quality, relevance, or compliance standards. Participants acknowledge that invalid submissions will not be considered by the judging panel and will fail to qualify for any additional evaluation points or scoring advantages toward competition progression.

3.10. All finalists must agree to video recordings and provide consent for usage on digital media channels for purposes outlined in section 5 – Winner Selection and section 7 – Publicity.

3.11. The contest accepts entries in either Singles or Doubles formats, with a strict limit of one (1) entry per person. Participants competing in the Doubles format must register together as a single team under a unified registration submission. An individual cannot participate in multiple categories, register across multiple teams, or submit both a Single and a Double entry. Multiple entries involving the same individual will result in immediate disqualification of all associated entries and teams without prior notice.

## 4. How to Enter

4.1. Contest is open for participants with a Fitness First Singapore gym membership.

4.2. All participants must successfully complete and submit the official online registration form via the designated Google form platform. Participants are strictly required to read and agree to the Terms and Conditions provided on the form, and must provide accurate, current, and complete information as prompted.

4.3. For non-gym members, participants must:

4.3.1. Purchase any Fitness First Singapore membership and a personal training package with minimum 24 sessions to join the contest from 1 – 31 July 2026.

4.3.2. Approach any Personal Trainer at the club to do the official registration and first initial body assessment by 31 July 2026.

4.3.3. Upon submission of the first initial body assessment, the contest will automatically start, and contest will end after 90 days from the date of the first body assessment.

4.4. For existing gym members, participants must have a personal training package:

4.4.1. Log in to the Fitness First SEA mobile app.

4.4.2. Tap on “My Challenges”

# FITNESS FIRST BREAKTHROUGH CHALLENGE 2026

- 4.4.3. Tap on “Join” button under “Breakthrough Challenge”
- 4.4.4. Approach any Personal Trainer at the club to do the official registration and first initial body assessment by 31 July 2026.
- 4.4.5. Upon submission of the first initial body assessment, the contest will automatically start, and contest will end after 90 days from the date of the first body assessment or before 31 October 2026, whichever comes first.

## 5. Winner Selection

- 5.1. Top 3 finalists and final winners for the respective Singles and Doubles category will be selected solely by a panel of judges appointed by the Organizer based on their discretion. Judges’ decisions will consider overall participation, progress, and engagement throughout the campaign.
- 5.2. For the Doubles format, a team shall consist of two (2) participants competing together as a single team unit. The individual scores of both participants will be averaged to determine the team's final overall score. It shall be at the sole discretion of the panel of judges to evaluate, calculate, and finalize all scores.
- 5.3. All finalists will be notified via email by 9 November 2026 to inform them of their selection as a finalist and that they will be required to attend the prize presentation ceremony, currently slated for 20 November 2026.
- 5.4. All finalists and winners grant Fitness First Singapore an absolute, irrevocable right and license to document, use, edit, and publish their stories, names, images, and related media as promotional content across all of Fitness First Singapore’s official social media channels and marketing platforms.
- 5.5. Winners for the Singles and Doubles categories respectively will be announced at the prize presentation ceremony, currently slated for 20 November 2026, and will subsequently be featured on official social media channels.
- 5.6. The Organizer’s decision on the finalists and winners is final and binding, and no correspondence or appeals will be entertained.

## 6. Prizes

- 6.1. The following are the Prize(s) (“Prize”/“Prizes”) of the contest:
  - 6.1.1. One (1) Singles Champion: S\$10,000 Cash
  - 6.1.2. One (1) Doubles Champion: S\$10,000 Cash
- 6.2. The Prizes are given out as it is. No substitution or transfer of the Prizes is permitted. Prizes are non-transferable and non-exchangeable.
- 6.3. All taxes, fees, and other expenses associated with the Prize(s) are the sole responsibility of the winner(s).

## 7. Publicity

- 7.1. By entering the contest, participants grant the Organizer the right to use including but not limited

# FITNESS FIRST BREAKTHROUGH CHALLENGE 2026

to their name, age, photos, videos for promotional purposes, including but not limited to advertising, marketing, and social media, without further compensation or permission.

## 8. Privacy

- 8.1. Any personal information collected from participants will be used solely for the purpose of administering the contest and will not be shared with third parties without consent.
- 8.2. For more information about how personal information is collected, used, and disclosed, please refer to the Privacy Policy on our website [here](#).

## 9. Disqualification

- 9.1. The Organizer reserves the right to, and at its sole discretion, reject any entry of participation for any reasons.
- 9.2. The Organizer reserves the right to disqualify any participant who violates these terms and conditions or engages in fraudulent or inappropriate behavior.
- 9.3. The Organizer also reserves the right to cancel, terminate, modify, or suspend the contest for any reason, including but not limited to fraud, technical failures, or force majeure events.

## 10. Limitation of Liability

- 10.1. The Organizer and its affiliates, officers, directors, employees, agents, and representatives shall not be liable for any damages, losses, or injuries of any kind arising from or in connection with the contest or any Prize awarded.
- 10.2. By participating in the contest, participants agree to release and hold nothing against The Organizer from any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with the receipt, ownership, or use of the Prize(s).

## 11. Governing Law

- 11.1. This contest, including these terms and conditions, is governed by and shall be construed in accordance with the laws of Singapore, without regard to its conflict of law principles.
- 11.2. Any disputes arising out of or in connection with this contest shall be resolved in accordance with the laws of Singapore through amicable discussion or arbitration, as determined by the Organizer.