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# Crunch Fitness to move into old Homeland location

By Jacob Sturm  
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Crunch Fitness will be expanding its footprint when it moves into the old Homeland location on Reno and Mustang Road in the upcoming weeks.

The company, which will soon have 29 locations in Texas and 68 locations in California, has not reached much into Oklahoma. In fact, the Norman location has been Crunch Fitness' only location in the state before making the move into the Southwest OKC area. In total, the business has over 400 locations across the nation.

So, what should people know about Crunch Fitness ahead of its move?

The group prides itself



**Crunch Fitness will be expanding its footprint when it moves into the old Homeland location on Reno and Mustang Road in the upcoming weeks. PHOTO PROVIDED**

in fusing fitness with fun with a no judgement philosophy welcoming people of all levels of fitness.

The business started in 1989 as one small gym in a New York City basement studio for people to come and get fit. The

goal of the business is to help motivate people to get fit through combining entertainment and fitness to make serious exercise fun.

Crunch Fitness provides personal trainers to work with members and help them improve where they need. The gym offers customized personal training (including nutrition plans) and small group workouts.

Starting the location happened when Homeland decided not to extend its lease at the Reno location by consolidating employees to other local stores (including the Yukon Homeland location), prompting the search for a replacement company to move into the building.

With Crunch Fitness moving in, that seems to have been resolved.

