



Breakthrough Challenge 2025 Terms and Conditions

The Breakthrough Challenge (“Campaign”) is a 90-day fitness challenge that is organized by Fitness First Singapore Pte Ltd (“Organiser”/“Organisers”) from the 1 April 2025 (GMT 12.00AM) to 31 July 2025 (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 April 2025 (GMT 12.00AM) to 30 April 2025 (GMT 11.59PM).
- 2.2. Participation commences any time after the first initial body assessment during the contest registration period and ends 90 days from the start date (e.g.: If start date is from 1 April 2025, the contest end date is 30 June 2025; If start date is from 15 April 2025, contest end date is 14 July 2025).
- 2.3. No participants will complete the challenge beyond 31 July 2025.

3. Campaign Mechanism

- 3.1. After registering, participants must complete the initial body assessment at their respective dedicated club latest by 30 April 2025. 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.
- 3.2. 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.
- 3.3. Any incomplete body assessment after 30 April 2025 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
- 3.4. 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.
- 3.5. Participants are required to clock at least 30 hours of personal training within the 90 days to qualify for completion of the challenge and/or as a winner.
- 3.6. Participants are required to work with his/her personal trainer to submit a [milestone form](#) documenting progress on every 30th day from the initial body assessment/milestone from submission date and a [full story submission](#) at the end of the 90th day.
- 3.7. There are a total of three (3) milestone forms and one (1) full story submission needed throughout the Campaign. Failure to submit the milestone form before the deadline will result in disqualification without notice.
- 3.8. Top 5 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.
- 3.9. Only one contest entry per person. Multiple entries will result in disqualification without notice.



4. How to Enter

- 4.1. Contest is open for participants with a Fitness First Singapore gym membership.
- 4.2. For non-gym members, participants must:
 - 4.2.1. Purchase any Fitness First Singapore membership and a personal training package with minimum 30 session to join the contest from 1 – 30 April 2025.
 - 4.2.2. Approach any Personal Trainer at the club to do the registration and first initial body assessment by 30 April 2025.
 - 4.2.3. Input your contest name and sign T&C agreement.
 - 4.2.4. 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.
- 4.3. For existing gym members, participants must have a personal training package:
 - 4.3.1. Log in to the Fitness First SEA mobile app.
 - 4.3.2. Tap on “My Challenges”
 - 4.3.3. Tap on “Join” button under “Breakthrough Challenge”
 - 4.3.4. Approach any Personal Trainer at the club to do the registration and first initial body assessment any time latest 30 April 2025.
 - 4.3.5. Input your contest name and sign T&C agreement.
 - 4.3.6. 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.

5. Winner Selection

- 5.1. Top 5 finalists 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. The stories of the top 5 finalists will be documented in a video and posted on Fitness First Singapore’s Instagram channel for public voting.
- 5.3. The top 3 contestants with the highest votes win the 1st, 2nd and 3rd place of the challenge.
- 5.4. The winners will be determined upon final validation and verification by the Organizer.
- 5.5. Winners will be announced on social media on 8 September 2025.
- 5.6. Winners will also be notified via email by 12 September 2025 for a prize presentation ceremony.
- 5.7. 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. Champion: S\$6,000 Cash
 - 6.1.2. 1st Runner Up: S\$4,000 Cash
 - 6.1.3. 2nd Runner Up: S\$2,000 Cash
- 6.2. The Prizes is 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 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.