

“JUDGMENT DAY” AT PLANET FITNESS



Bill Donohue comments on what happened last week at an Orange City, Florida Planet Fitness gym:

A 70-year old man went to his Planet Fitness gym wearing a T-shirt that said, “Abortion Kills a Person.” Although he has worn the shirt many times before, this time he was told to leave. The next day he showed up wearing a shirt that read, “Pray to End Abortion.” He was booted again.

Planet Fitness says it allows local franchises to determine its dress code. But it does have a mission statement that is binding on all fitness centers. “We at Planet Fitness are here to provide a unique environment in which anyone—and we mean anyone—can be comfortable.” Except for Mike Amoroso: he made one of the gym’s employees uncomfortable and that is why he was sent home.

The mission statement also says, “As we evolve and educate ourselves, we will seek to perfect this safe, energetic environment, where everyone feels accepted and respected.” Except for Mike Amoroso: the censorial employee who showed him the gate failed to evolve and educate himself when Mike returned with his “Pray to End Abortion” shirt.

Just a few weeks ago, Chris Rondeau, the CEO of Planet Fitness, was asked about bringing his franchise to Canada. “What’s your culture like?” His response was precious: “Very strong. The ‘judgment free zone’ is really true to everyone’s heart. That is the most important in my eyes because once you

believe in it, you'll always do the right thing for the customer." But the guy who kicked Mike out obviously doesn't believe in it, and he still has his job.

Looks like "Judgment Day" has finally arrived at Planet Fitness.

Contact its PR director, McCall Gosselin:
mccall.gosselin@pfhq.com