

Fit Stops Messaging

- CELSIUS Fit Stops is coming to college towns nationwide this Fall! The interactive, traveling fitness event taps into the transformative influence of music to elevate the workout experience.
- To keep the energy flowing, Fit Stops will feature CELSIUS sampling, photo moments, giveaways and more!
- CELSIUS brand partner Tyler Cameron and trainer Phil Fit will lead the workouts, and the headlining DJ duo, Two Friends, will be there to keep the vibes elevated all session long.
- Studies show that listening to music while exercising can increase stamina and overall mood ([Source](#)); CELSIUS is excited for the crossover of fitness, music and Essential Energy at Fit Stops this fall.
- In addition to CELSIUS University and the Student Marketing Ambassadors program, Fit Stops adds yet another initiative on to CELSIUS's greater efforts to engage with college students and provide them with various opportunities to LIVE FIT on their campuses.
- CELSIUS is eager to begin the Fit Stops tour as it allows the brand to bring the LIVE FIT lifestyle directly to our target demographic and campuses across the nation, offering students the ability to engage with the brand through interactive fitness events.
- Be sure to follow us on socials to see where we stop next! You can find us on Instagram, TikTok and Snapchat @CELSIUSOfficial
- CELSIUS recently expanded their presence in the college space through a partnership with LEARFIELD— the media company powering college sports. This exciting partnership has allowed us to bring on five additional schools and sports programs.
- CELSIUS is continuing to expand their roster of NIL athletes, and are thrilled to have added some of the top Heisman hopefuls such as Bo Nix, Travis Hunter, Blake Corum and Michael Penix Jr.
- CELSIUS University, a paid student marketing program that gives aspiring professionals hands-on marketing experience with CELSIUS by building the brand on campus. The program takes place on campuses nationwide during the Fall and Spring semester of each school year.
- The CELSIUS University program has grown from 17 Student Marketing Ambassadors in August 2022 to 170 Student Marketing Ambassadors in August 2023, increasing by 900% and continuing to grow each semester.
- Additionally, the program has grown from 17 campuses in August 2022 to 65 campuses in August 2023 (282% increase), continuing to expand the brand's presence nationwide.