

Echelon Fitness Partners with Tunnel to Towers Foundation to Support Veterans

The global fitness leader donates its smart workout equipment to veterans and amenity centers through the Tunnel to Towers Smart Homes program, supporting America's heroes in their recovery and overall well-being.

CHATTANOOGA, Tenn. - February 1, 2025 - Echelon Fitness, a global leader in connected fitness technology, is proud to announce its partnership with the **Tunnel to Towers Foundation**, providing complimentary fitness equipment to veterans and first responders who have sacrificed for our country. As part of this initiative, Echelon will donate cutting-edge fitness equipment to recipients of the **Tunnel to Towers Smart Home Program**, helping these heroes maintain an active and healthy lifestyle in their new homes.

Additionally, Echelon will provide fitness equipment to amenity centers serving veterans' communities through the program, further enhancing their access to health and wellness resources. The first donation to an individual recipient, Sgt. Matthew Hannon, USMC, will take place in April at Let Us Do Good Village in Land O' Lakes, Florida, with the first amenity center installation scheduled to open in August in Atlanta.

"Echelon's generous donation of fitness equipment provides our Let Us Do Good Village and Veteran residents the opportunity to continue their rehabilitation—whether independently at home or together at the Community Center. The fitness equipment, combined with virtual training classes, will have a lasting positive impact on the lives of these brave heroes who have sacrificed so much in service to our nation," said Frank Siller, Chairman and CEO of the Tunnel to Towers Foundation.

Each smart home recipient will have the opportunity to choose from a diverse selection of Echelon's premier fitness equipment, including the Stride-6s treadmill, Connect EX bike, Row-7s rowing machine, the Reflect Touch Embedded HD Touchscreen fitness mirror, or the Adjustable Dumbbells with stand. These devices, paired with the Echelon Fit app, offer access to thousands of live and on-demand workouts, empowering recipients to engage in fitness routines that suit their needs and goals.

"At Echelon, we are deeply committed to giving back to those who have sacrificed so much for our country by providing high-quality fitness equipment to the Tunnel to Towers Smart Home program recipients and outfitting their amenity centers with Echelon Fitness gym equipment for the community to utilize," said Lou Lentine, Echelon Fitness CEO. "This assists the physical well-being and independence of veterans, and it is an honor to participate in their recovery and strength journey."

On Sept. 11, 2001, FDNY firefighter Stephen Siller laid down his life to save others when America was attacked. For over 20 years, the Tunnel to Towers Foundation has honored his legacy by supporting the heroes who continue to risk life and limb in the line of duty.

The Tunnel to Towers Foundation has delivered over 1,500 mortgage-free homes and committed over \$1 billion to support veterans, first responders and their families. This year alone, the organization will provide over 200 mortgage-free homes to help heroes reclaim their lives.

Echelon also offers a **10% discount** on all its equipment for military personnel and first responders. To learn more about Echelon and its commitment to supporting the fitness journeys of all individuals, visit echelonfit.com.

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About Echelon:

Echelon has revolutionized at-home fitness since 2017 with a range of smart exercise equipment and an immersive membership experience. What began as a mission to make healthy living accessible to all has evolved to a thriving, International brand, and booming commercial expansion. Echelon empowers everyone to experience the feeling of elation and accomplishment after achieving their fitness goals. Members connect their Echelon Smart Bikes, Strength Machines, Rowers, Treadmills, Ellipticals, Stair Climbers, or Fitness Mirrors to the Echelon Fit app for access to live and on-demand workout classes filmed at Echelon studios around the world and led by professional instructors. Through the app, members track performance and progress in real-time, compete on the interactive leaderboard and explore more than 2,000 off-equipment workouts, including Yoga, Meditation, Pilates, Boxing and Core Strength, to keep them motivated and inspired. For more information about Echelon Fitness, go to <https://echelonfit.com/>.

About Tunnel to Towers Foundation:

Born from the tragedy of 9/11, the Tunnel to Towers Foundation carries out its mission to “do good,” by providing mortgage-free homes to Gold Star and fallen first responder families with young children and by building specially-adapted smart homes for catastrophically injured veterans and first responders. Tunnel to Towers is also committed to eradicating veteran homelessness and helping America to Never Forget September 11, 2001. Visit t2t.org to learn more.

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