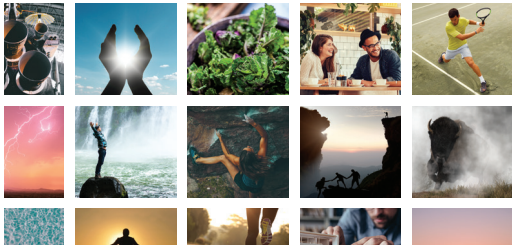


YOUR MEMBERSHIP, YOUR WAY

Every new Midtown member starts their membership with LAUNCH. A LAUNCH specialist will work with you to craft an onboarding plan with 120 minutes of experiences across the entire club--prescribed to help you get started on your personal Midtown journey.



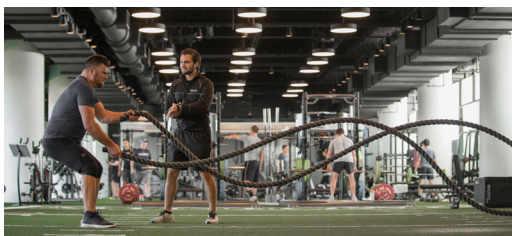
>> MEET YOUR LAUNCH SPECIALIST

As a new member you'll be paired with a LAUNCH specialist to identify and accomplish your unique wellness aspirations at Midtown, be it fitness, nutrition, social connections, or something else.



>> EXPLORE THE CLUB

We'll craft 120 minutes of club experiences specially designed for you. Take a Pilates class, a personal training session, restorative time at the spa, or have a specialist accompany you in a tough class, all complimentary.



>> FIND YOUR COMMUNITY

Your LAUNCH Specialist will connect you with the like-minded coaches, trainers, therapists, nutritionists, and fellow members that will help you achieve your aspirations.



>> BE BETTER THAN YESTERDAY

This is your opportunity to tailor your first experiences at Midtown to your unique interests and aspirations.