



# Ultimate Fitness Group, LLC

Locations: Florida (HQ)

Industries: Health Care Equipment and Services

RISK LEVEL:



Medium Risk

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## DESCRIPTION:

Ultimate Fitness Group (also known as Orangetheory Fitness) is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Ultimate Fitness Group occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*Ultimate Fitness Group received a score of 65 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Ultimate Fitness Group has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. N/A**

*Ultimate Fitness Group does not publish charitable giving guidelines (1)*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Ultimate Fitness does not provide viewpoint protections for its employees (1). Ultimate Fitness, now known as Orangetheory Fitness' CEO David Long signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (2)(3). The company is also committed to "DEI hiring practices" (4).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk**

*Ultimate Fitness Group supports DEI within its business practices (1).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk**

*Ultimate Fitness Group's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Otherwise, there are no publicly known cases of Ultimate Fitness Group using its corporate funds to advance ideological causes, organizations, or policies (3).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

*Ultimate Fitness Group does not operate a PAC or engage in lobbying at this time (1)(2)(3).*

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