

**#BEACTIVE DAY**

# 2021 REPORT

## *The European Fitness Sector contribution to the 2021 #BeActive Campaign*

This Report provides an overview of the fitness and physical activity sector contribution to the European Week of Sport 2021 and to the overall #BeActive message throughout the year.



# The European Fitness & Physical Activity Sector Contribution

In 2021 EuropeActive and its partners have inspired millions of Europeans to #BEACTIVE and to adopt a more active lifestyle:

**5,201**

Events held across Europe and beyond

**2,512,351**

Participants involved

**35 million +**

Over 35 million people reached through various media activities





## With thanks to our partners

EuropeActive would like to extend a massive thank you to everyone involved in this year's activities and looks forward to another brilliant edition next year.



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