



## Rascals Fitness adds Collegeville location, offers self-defense for college-bound women

By Donna Rovins, *The Mercury* | Monday, August 10, 2015



Collegeville >> A “rascal” can be defined as someone who does whatever it takes to participate.

No, you won’t find that definition in the dictionary but it is the belief of Marc Polignano, the owner of Rascals Fitness and the company’s philosophy. Polignano wants people to participate in motion and life; it’s a credo that has been the focus of his professional and personal life.

And that participation could mean working out in a gym, going for a run with the dog, pushing a lawn mower, gardening or riding a bike around the park.

“You don’t have to join Rascals — but get out there and participate in life,” he said.

Polignano, the former owner of Body in Transit in Collegeville, has been growing his Rascals chain since 2008, when he opened his first location in North Coventry. A second location opened in Limerick in 2012 and in January, Polignano opened a third location, a 12,000-square foot facility in Collegeville.

Polignano said 82 percent of Americans choose not to work out, and adds that the number one reason is because they feel intimidated in gyms.

So he set out to create a different kind of gym — free of intimidation and created for normal people who may not want a hardcore fitness regime, but who want to stay active.

“We don’t allow guys to wear cut off and tanks; they must be in T-shirts,” he said. Our machines are placed in such a way as to be non-intimidating. We have limited mirrors. A lot of time and consideration went into construction. We want to welcome the 82 percent.”

Polignano, a Spring-Ford High School graduate, earned a degree in physical education from West Chester University, as well as his teacher’s certification. He said opening a Collegeville location of Rascals was the next step in the

company's growth.

"I know the Collegeville demographic better than anyone because I owned Body Transit. I wanted to reinvest in the community that I started in," he said. "I'm hopeful the community will support that we're privately owned. If you are a member, you can reach me on my cellphone. That has value to me."

Polignano said he is one of the last "mom and pop" gyms left in the area — most are corporate owned or franchises.

"Before, I competed with other small people. They're all gone now. And so now the competition is with the bigger companies," he added.

In addition to atmosphere, Polignano said Rascals is competitive from a price perspective.

For \$19.99 per month, a membership at the Collegeville Rascals includes: The gym membership (at all three locations); unlimited tanning; guest privileges; custom workouts every day and free Zumba.

In addition, the facility features Cybex strength training machines, cardio equipment and free weights. And for those who want to add a dimension of personal training to their workout, Rascals offers GXT — or Group Cross Training — which is a 20 or 45-minute group personal training class with no more than five participants. The sessions are available for an additional \$20 per month.

Polignano said when a new member comes to Rascals for the first time; they receive a welcome packet and will be given a strength test. Members are then connected with the ActivTrax System — a virtual personal training system that provides a custom workout plan.

"They complete a questionnaire at the kiosk and based on all the information, it prints out a workout. They can take the sheet and go to each machine for their workout," he added.

Polignano said there is a number the chain's newest location will need to hit to be profitable, but he expects the Collegeville location to be his flagship club.

"The community is supporting it well. I'm happy with the growth and hopeful we will hit that number by January 2016," he said. "It's absolutely doable for me — we've been doing this since 1989. And I have never failed — we have always made it successful."

Rascals has joined with Royersford's Legacy Karate Academy Master Eric

Versland to offer several free self defense classes for young women headed to college and high school seniors.

The classes, according to Polignano, are the direct result of being the father of a teenaged daughter heading to college this month for the first time.

“I am in that group of parents with some anxiousness of daughters going away to college — and what that means,” he said. “You hear stories, so I thought we would put together a free class for the community.”

The one-hour classes will focus on the basics, and isn’t a class that will teach fighting methods.

“It’s not a level building class. We want to go into the basics and explain the danger, emphasize the situations and how to break away and get away,” Polignano added.

The classes are scheduled for Aug. 15 at 11:15 a.m. at the Limerick Rascals Fitness and Aug. 18 and 25 at 6:15 p.m. at the Collegeville Rascals Fitness.

Polignano said participants do not need to pre-register for the class but can call Rascals for additional information. He suggests they wear loose fitting clothing or exercise gear.

For more information about Rascals Fitness, visit [www.rascalsfitness.com](http://www.rascalsfitness.com) or call Collegeville location, 222 East Main Street, at 610-409-0500; Limerick location, 463 West Ridge Pike, at 610-495-0600 or the North Coventry location, 58 Glocker Way, at 610-718-1750.

**Follow Mercury Business Editor Donna Rovins on Twitter @MercBiz and email story ideas to [drovins@pottsmmerc.com](mailto:drovins@pottsmmerc.com)**

**Source:** [The Mercury](#)

Article from Rascals Fitness.

Contact us!

North Coventry Gym  
58 Glocker Way, Pottstown PA, 19465 USA

North Coventry Gym  
Phone: 610-718-1750

Limerick Gym  
463 West Ridge Pike, Limerick PA, 19468 USA

Limerick Gym  
Phone: 610-495-0600

Collegeville Gym  
222 East Main Street Collegeville Pa. 19426 USA

Collegeville Gym  
Phone: 610-409-0500

@2015 Rascals Fitness.