



**NORWALK, CT.** - June 29, 2020 – FIBO USA 2020 will be cancelled due to the COVID-19 pandemic and the related impact on the fitness industry. The show was scheduled for November 6-8 at the Miami Beach Convention Center.

After extensive discussions with our customers about the feasibility of participating in FIBO USA during these challenging times, the decision to cancel the show was made with the industry's long-term health and our customers' business needs at the forefront.

We are focused on finding opportunities for FIBO Global to continue to serve the fitness community and are prioritizing outlets for you to make contacts and support promotion of your business year-round. This includes our continued work towards development and realization of a business summit for the industry, American Health & Fitness Forum (AHFF) occurring in November 2020.

“While we had remained optimistic that FIBO USA could proceed in November 2020, the challenges surrounding the COVID-19 pandemic have not subsided and we are cognizant of the needs of our customers to focus on reopening their businesses” said Bob McFarland Event Vice President, FIBO USA. “We greatly appreciate our customers' continued loyalty to the FIBO brand and look forward to seeing you later this year at FIBO Germany (October 1 to 3, 2020 in Cologne, Germany) and the American Health & Fitness Forum in November.”

FIBO USA is an industry summit, an education program and a fitness festival backed by the long-running success of FIBO Global Fitness in Germany – the world's leading event for the fitness industry. For more information visit [www.fibo.com](http://www.fibo.com)