



## THE ME-MOVER FIT REACHES US\$100,000 TARGET WITHIN 28 HOURS

*Kickstarter campaign continues till December 16*

Me-Mover, the developer of the step-driven fitness device that is taking the world by storm, today announced that its Me-Mover FIT Kickstarter campaign has reached its target of US\$100,000 within 28 hours. This new generation of the stand-up exerciser on wheels aims to encourage urban fitness and promote healthy living in Asia.

Response to super early bird and early bird offers for Me-Mover FIT Kickstarter campaign was impressive, with 32 and 17 backers supporting it in four and 48 hours respectively. With another two weeks to go, the campaign continues to offer Me-Mover FIT packages at a fraction of its retail price.

“We were amazed by the overwhelming response to Me-Mover FIT on Kickstarter. We listened to our supporters’ insights and created a product that can add more fun and fitness to their daily routine. Completing the target within 28 hours clearly shows that they love our new innovation,” said Jonas Eliasson, architect, founder and CEO of Me-Mover. “I encourage all the fitness enthusiasts in Asia Pacific to continue to support our Kickstarter campaign and join many of the backers to experience the Me-Mover FIT next year.”

The Me-Mover FIT gives people a new way to keep fit by taking the gym anywhere, making the whole city their playground. Taking just minutes to learn and fall in love with, the three-wheeled Me-Mover FIT is extremely stable and manoeuvrable, as well as compact and easy to transport and store, making it ideal for use in busy Asian cities. It delivers a high-intensity, low-impact workout that is suitable for all fitness levels.

The Me-Mover FIT Kickstarter campaign continues till December 16, 2015. Interested customers can continue to support the production of this new generation of the Me-Mover fitness device at [the Kickstarter page](#).

For more information, please visit [me-mover.com](http://me-mover.com) and its social channels, [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#), for the latest updates.

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