



**NEWS from the Shelby County Mayor's Office**

***Lee Harris, Mayor***

Vasco A. Smith, Jr., Administration Building  
11<sup>th</sup> Floor, 160 North Main, Memphis, Tennessee 38103

**FOR IMMEDIATE RELEASE**

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**SHELBY COUNTY AND CITY OF MEMPHIS ELECTED LEADERS COME  
TOGETHER TO SUPPORT LOCAL FITNESS BUSINESSES**

*Leaders hold news conference to support the Toss the Tax movement, which asks to remove sales tax on fitness services provided by locally owned businesses.*

Memphis, TN - Shelby County Mayor Lee Harris, Memphis City Council Chairman Kemp Conrad, Shelby County Commissioner Brandon Morrison, and other elected leaders are joining forces to support local businesses who want Tennessee to "Toss the Tax."

**WHEN:** March 6th at 3:30pm

**WHERE:** CrossFit Hit and Run Triad, 1010 Cresthaven Road Memphis, TN 38119

**WHO:** Shelby County Mayor Lee Harris, Memphis City Council Chairman Kemp Conrad, Shelby County Commissioner Brandon Morrison, CrossFit Hit and Run owner Justin LaMance, Hot Yoga Plus owner, Susannah Herring, diversiFIT owner Cole Giovannetti, and other local gym owners.

**WHAT:** News Conference with local elected leaders and business owners in support of local fitness businesses.

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Local gyms organized to encourage Tennessee legislators to “Toss the Tax” after being informed that the state would collect sales tax on gym memberships. This amounts to a nearly 10% tax on Shelby Countians working to improve their health.

“With healthyShelby ‘19 we are aiming to create a culture of health in this community,” says Shelby County Mayor Lee Harris. “Taxing individuals who are seeking to improve their health is a move in the wrong direction. Furthermore, local gyms and fitness centers are primarily locally owned businesses, so tossing this tax also supports our small business community.”

“This tax is not only anti-health, but anti-small business,” says Memphis City Council Chairman Kemp Conrad. “The way this tax law was written, it only applies to small, locally owned fitness studios. This effort is one that all of us can get behind. Memphis needs to support all health initiatives, especially those that also help the local economy.”

“I am happy to support small businesses, especially those who are working to improve the health of people in this community,” says Shelby County Commissioner Brandon Morrison. “The people of Shelby County should not be subject to an almost 10% tax increase on health services.”

“Eliminating this tax on small fitness centers will encourage more Tennesseans to find a local gym to help improve their health and fitness and cut healthcare costs for our entire state,” says Justin LaMance, owner of the CrossFit Hit and Run gyms in Shelby County. “Tossing this tax also levels the playing field between Tennessee small business owners and the large, corporate gyms locating here from outside the state.

According to [tossthetax.com](http://tossthetax.com), Tennessee is currently ranked fourth in the nation for obesity, first in the nation for childhood obesity, and fifth in the nation for diabetes.

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