



P R E F I N I T E  
COMMUNICATIONS

## PRESS RELEASE

### **GengGobyos: Because Workout Should be FUN!**

Working out at home is fun with friends from all over Indonesia.

**Jakarta, February 2021** - Welcoming the new year with a renewed spirit, GengGobyos presents an online class subscription of exercises and workout videos that can be accessed 24/7. Online since March 2020, GengGobyos has encouraged people everywhere to stay fit, while staying at home.

GengGobyos was established on March 17th 2020 to fulfill the needs of staying fit at home during the pandemic, Riana Bismarak (certified Pound Pro, ZIN & Strong Nation Instructor), initiated an online workout class, three times a week. Their Cardio Toning concept makes it easy for anyone with any background of fitness level to participate in the classes, Riana's classes are always enthusiastically joined by 150-300 participants. With simple equipment you can find at homes such as dumbbells, matt, and even common household items, Riana has succeeded in developing GengGobyos to provide a fun and fabulous workout platform.

The presence of a community to encourage and promote an active living at home seems to be something that has been anticipated by its members, one of GengGobyos' member, @marshella, shares her experience in joining GengGobyos' live session with Riana, "During the pandemic, I still workout with the live sessions from GengGobyos. It turns out that participating in a live session is so much more engaging than watching a normal workout video!"

@ni\_chico also shares their experience in shedding 20kg weight after consistently attending GengGobyos' online class, "I was determined to encourage myself to be more active, because I do love eating. Joining GengGobyos is so much fun! The instructor is very spirited and it helps me get moving."

After a few months of operation, Riana Bismarak as the founder of GengGobyos and the instructor of #GobyosBarengRiana presents a new solution of home-workout. "I've seen that there's a lot of interest in working out, especially during the times of this pandemic where we have to increase our fitness level to stay healthy. Then again, we have to be cautious about



**P R E F I N I T E**  
C O M M U N I C A T I O N S

working out outside. Also taking into account the challenge of time. In Indonesia where there are three time zones, sometimes the classes that start at 7pm Jakarta time, are already too late for our participants in Bali or Papua, or even overseas.”

From that challenge, GengGobyos provides online access for live classes. The live classes videos will be available for 24 hours, and can be accessed by logging onto <http://www.genggobyos.com/>. Aside from this program, GengGobyos also offers affordable workout packages. With a monthly subscription of IDR 149,000, subscribers can access in total of 12 classes per month, and for IDR 399,000 for three months, subscribers can access in total of 36 classes within three months.

Join us on The Prefinite Talks Instagram Live session at @prefinite.id with Riana Bismarak, on Wednesday, February 17th 2020, 7PM Jakarta time, to learn more about GengGobyos and how to stay fit while staying at home!

~ END ~

For media inquiries, please contact:

**Windy Pukanda**

Account Manager

PREFINITE Communications

E-mail : [windy@prefinite.id](mailto:windy@prefinite.id)

Website : <http://www.prefinite.id/>

Phone : +62 818-989-589