DEALS AND SUITS

Trive Capital completes investment in Crunch Canada

On November 13, 2024, Trive Capital and 808 Capital Partners announced their strategic investment into Crunch Canada Holdings Inc. (Crunch Canada), a Crunch Fitness franchisee headquartered in Cambridge, Ontario, in the Greater Toronto Area.

Crunch Canada is the primary Crunch Fitness franchisee in Canada, serving over 90,000 members across 19 clubs in the provinces of Ontario and Alberta. As Crunch's designated master franchise for the country, Crunch Canada also has 13 franchised clubs, which together serve an additional 45,000 members across Ontario and Québec.

BLG represented Trive Capital with a team led by Stefan Timms that included Yaniv Saragosti, Marc Abdelsayed, Guillaume Laplante, Valérie Olivier, Jordan Jaslow (Corporate); Eric Little (Franchising); Noah Burshtein (L&E); James Fu (Benefits), Steve Suarez, Grace Pereira (Tax); Marta Lewycky, Brent Ruston (Real Estate); Eric Boehm (Regulatory); Jake Wildman-Sisk and Eric Charleston (Privacy).

BLG Team : Stefan Timms, Yaniv Saragosti, Marc Abdelsayed, Guillaume B. Laplante, Valérie Olivier, Jordan Jaslow, Eric C. Little, Noah Burshtein, James Fu, Steve Suarez, Grace Pereira, Marta O. Lewycky, Brent Ruston, Eric Boehm, Jakob Wildman-Sisk, Eric S. Charleston, Eric Li