

Curves NEWSLETTER

Volume 10 | Quarter 1 | 2026



The Beginning of a New Chapter: Curves Taman Tun Grand Opening

We are proud to announce the successful grand opening of our latest club in Taman Tun Dr Ismail on 18th April 2026. The event was honoured by the presence of **YB Puan Hannah Yeoh, Minister in the Prime Minister's Office (Federal Territories)**, whose participation highlights our shared commitment to a Greater and Healthier Kuala Lumpur. By bringing a fitness programme designed for women into the heart of the community, we remain dedicated to play a part in enhancing the wellbeing of TTDI residents while continuing our mission to strengthen more women across Malaysia.



The success of the day was driven by the incredible presence of many of our dedicated Curvettes, whose long-term commitment remains the backbone of our growth. We also extend our sincere gratitude to our Partners and Sponsors for providing the support and curated gift sets that elevated the experience for all our guests, ensuring everyone left feeling inspired and celebrated. This collective energy reinforces our mission to foster a stronger, healthier community together as we plant new roots in the TTDI neighborhood.

Special mention to our generous sponsors:

1. Clear Strength Protein
2. Neal's Yard
3. Kintry
4. Oatlife
5. PurelyB
6. Menopause Asia
7. The ELite Wellness



Happy 2nd Anniversary, Curves Damansara Heights

Curves Damansara Heights celebrated their 2nd Anniversary with an incredible display of movement and community. The morning started with a successful flag-off for the 5km and 3km Fun Walk.



The celebration continued over breakfast with the presentation of Recognition Awards and exciting Lucky Draw prizes. A big thank you to all Coaches for fun initiatives and all Curvettes whose continuous support makes this community thrive. Happy 2nd Anniversary to the team and members at Curves Damansara Heights!

Curvengers Leadership Series

On 9th January 2026, our team kicked off the year with a powerful leadership training session centered on the **Growth Mindset** topic. We explored new horizons in capacity building, ensuring our team continues to develop and evolve.



The day concluded with a heartfelt celebration for our CEO, Alison Chin's birthday, honouring the visionary leadership that inspires our collective growth & excellence.

International Women's Month, powered by Asics!

This year, we celebrated International Women's Month with a new partnership with ASICS Malaysia to champion the strength of women through fitness. The collaboration brought **100 Squats Challenge** to our clubs, alongside active lifestyle activation challenge by our dedicated coaches.



Curvettes in this campaign pushed their limits, proving strength deserves celebration.

Congratulations to our lucky draw winners who took home prizes from the ASICS NAGINO Women's Collection.

Thank you to everyone who participated with such high energy. We look forward to more meaningful collaborations as we continue empowering women to move and grow stronger, together!

1 Million Calories Crush

From January 5th to 31st, all clubs across Malaysia united for the 1 Million Calories Crush Challenge.

What started as an ambitious goal to burn 1,000,000 calories turned into an incredible demonstration of nationwide unity & determination.

Dear Curvettes, we didn't just achieve our target, but smashed it with a total of 1,747,856 calories burned!



This milestone reflects more than just numbers. It celebrates the unity we find in all our clubs! Congratulations to everyone who participated and contributed to this massive achievement, to many more fitness challenges ahead!

Riang Raya Workout

Who says you can't work out in style? This Raya season, Curves Malaysia brought the festive spirit straight to the circuit with our annual Riang Raya Workout!



On 13th April 2026, every club lit up the circuit in their beautiful baju kurung and kebaya. It was festive, fun, and full of energy, just the way we like it!

Working out never looked or felt so good. We hope to continue this wonderful Curves tradition and look forward to celebrating Riang Raya together again next year!

Curves Give Back 2026

In the spirit of the International Women's Day theme, **#GivetoGain**, we launched Curves Give Back, a nationwide CSR initiative designed to mobilize our collective strength.



This strategy empowered individual clubs to identify and support charity homes within their own immediate community & neighbourhoods.

Organized during the holy month of Ramadan, our Coaches and Members coordinated essential food and supply donations for their respective local charities. This approach allowed each club to provide direct, meaningful support where it was needed most.



A sincere thank you to our teams and members for your incredible generosity. This project truly showcased the heart of the Curves community!

Q2 2026 Reward

Get ready for another exciting reward this quarter! By completing 46 workouts and participating in 3 weigh-in sessions from April to June 2026, you will earn a Curves Limited Edition Pouch for your strength and commitment. Let's keep shining, Curvettes!



Curves Wangsa Maju 13th Birthday!



Thirteen years of strength! Curves Wangsa Maju officially marked over a decade of empowering women. The celebration was a vibrant gathering of connection, featuring fitness dances, games, and great food. A shoutout to the commitment of all members who have turned this club into a second home, fostering a supportive environment that inspires health every day. We congratulate the team and all members at Wangsa Maju on this incredible journey!

Curves Indera Mahkota 7: Celebrating a Milestone of Success

In just 8 months, Curves Indera Mahkota 7 has hit the ground running with over 200 active members. To celebrate this momentum, the club recently hosted its first afternoon high tea attended by 50 Curvettes.



The event featured an insightful sharing session on the benefits of the Curves workout, with a vibrant "Colourful Raya" theme to represent the significance of women from all walks of life.

A special shoutout goes to Puan Nik Aloesniha, who transitioned from a dedicated member to a club owner, successfully bringing the essence of Curves to the East Coast. Congratulations to the Indera Mahkota 7 team for fostering such a strong and growing sisterhood!



CURVEMBER

Meet Coach Alissa. For her, fitness isn't just a routine, it is a lifestyle she has lived and breathed for nearly a decade. Celebrating her seventh year as a coach, she has seen first hand how a 30-minute workout transforms more than just a physique; it transforms a mindset. When she isn't at the club, you will likely find her outside chasing a runner's high or lost in a book, always looking for new ways to grow into a better version of herself.

Fun fact: Alissa finds her "zen" in keeping things perfectly neat and organized, but is also a bit of a kitchen adventurer who loves the challenge of mastering a new recipe.

Her motto: Health is wealth, take care of yourself every day! Even when you feel low, keep going for your own well being and for the people you love.

SUBMISSIONS!

HERE, WE SHARE SUBMISSIONS FROM OUR CURVETTES & CURVENGERS

SHARE YOUR STORIES WITH US AT SUBMISSIONS@CURVES.COM.MY

“CurvesSmart, My Motivation!”

— Watie, Curves Bandar Utama

Watie is the kind of person who truly lights up a room the moment she walks in. Beyond her radiant energy and a secret talent for household organizing, she is a dedicated mother of three who treats every workout as a personal challenge.




She stays committed by treating every session as a competition with herself, consistently using CurvesSmart to track her rest and push herself to beat her own records. For Watie, finding that extra motivation in upgrading her Curves bracelet colors has been key to her incredible progress: losing 5.8kg and 5.1% body fat.


"I feel happier and more focused now. My stamina has improved so much that I can enjoy all my other activities!" she shares. For her, the journey is about more than the physical, it is about the mental clarity that comes with showing up.

Watie added, "Work out for yourself to become a better version of you. It doesn't just change your body; it changes your mindset. Don't quit, the results will come."



Curves
Strengthening Women.™

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