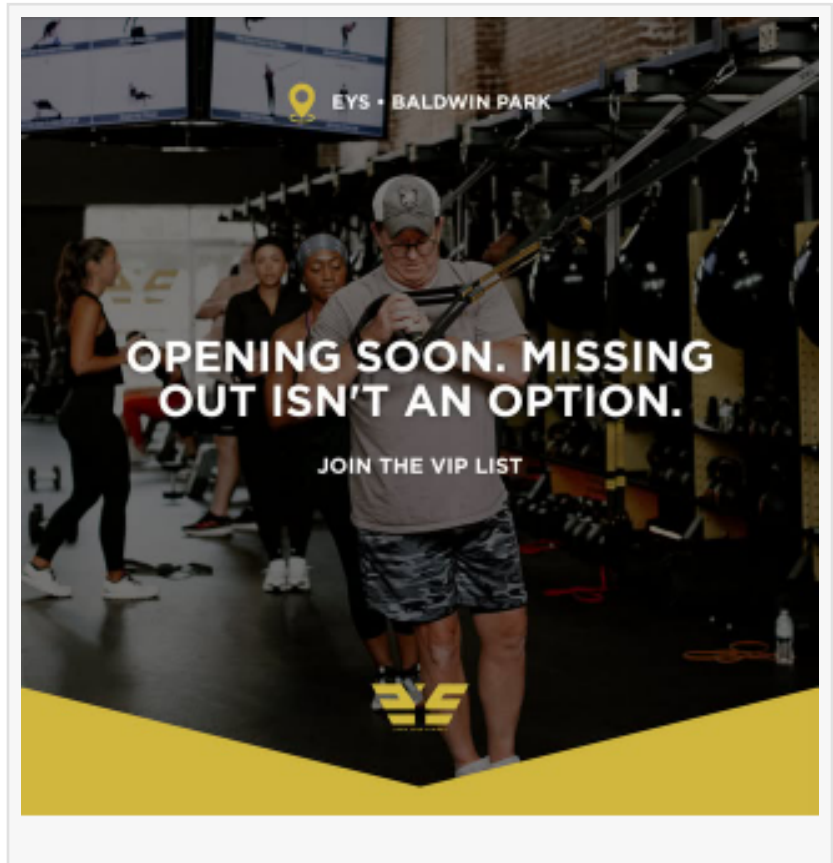


Earn Your Stripes Expands to Orlando with New Baldwin Park Franchise

Carlos Cidre signs on to bring the military-inspired fitness brand with its proprietary programming and rank system to Baldwin Park, opening Fall 2026.

ORLANDO, FL, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Earn Your Stripes (EYS), the military-inspired boutique fitness brand, today announced the signing of a franchise agreement to open a new studio at 5024 E. Colonial Drive in Orlando's Baldwin Park area. The location will be led by franchisee Carlos Cidre, a seasoned executive and entrepreneur, and is targeted to open in Fall 2026, with founding-member presales now open.



Since opening its first studio in Oceanport, NJ and its flagship location in Lakeland, EYS has built a fast-growing, deeply engaged community drawn to its team-based, mission-driven format. The brand's blend of structured group training, a values led culture built on commitment, pride, respect, and toughness, along with a gamified progression system has resonated with members across every fitness level, which has helped position EYS for expansion into new markets.

"Lakeland showed us what's possible when great programming meets a community that wants to be challenged and supported in equal measure," said Brian Davis, Chief Operating Officer of Earn Your Stripes. "Bringing EYS to Baldwin Park is the natural next step, and Carlos is exactly the kind of partner we want carrying the brand into a new city. He's a proven operator who leads with both discipline and heart, and he understands that we're not just opening a fitness studio; we're building a community where people get stronger mentally, physically, and emotionally."

A proven operator

Carlos Cidre is an entrepreneur with experience in enterprise software, healthcare, and food & beverage. A native of Puerto Rico, he has spent his career building, improving, and managing organizations with a focus on operational excellence, technology, and long-term growth. He is the founder and President of Seamless, a Florida-based business technology consulting firm specializing in enterprise software, business intelligence, and digital transformation. Earlier in his career, he held leadership roles within the healthcare sector in Puerto Rico, and Los Cidrines, one of the island's most recognized bakery and retail brands, where he oversaw multi-location operations and business performance.

"What drew me to Earn Your Stripes is that it's more than a fitness business," said Cidre. "It's a community built around accountability, discipline, and helping people become the best version of themselves. Throughout my career, I've been passionate about building organizations that create lasting value, and EYS aligns perfectly with that philosophy. I'm excited to bring this concept to Central Florida and become part of the Baldwin Park community."

About Earn Your Stripes

Earn Your Stripes is a military-inspired boutique fitness brand offering multi-format group training through three signature programs: EYS FIT, EYS COMBAT, and EYS CORE, supported by a proprietary Rank System and a technology platform that turns every workout into a mission-based journey. Founded on the traits shared by top-performing military units: commitment, pride, respect, and toughness, EYS builds communities where members can celebrate incremental goals. The brand is currently expanding its franchise network and is seeking purpose-driven entrepreneurs to bring EYS to new markets. Founding-member presales for the Baldwin Park studio are now open. Prospective members can learn more and register their interest at <https://baldwinparkpromo.eysfit.com/>.

To learn more about franchise opportunities with Earn Your Stripes, visit www.eysfit.com/franchise.

Brian Davis

Earn Your Stripes Franchise Inc

+1 4073412600

[email us here](#)

Visit us on social media:

[Instagram](#)

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932589082>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.