ROKiT OXYGEN PARTNERS WITH FLATOUT FOR BIGGEST-EVER EVENT AT OLD BILLINGSGATE, LONDON

Every finisher at the three-day London fitness event will receive a complimentary can of ROKiT Oxygen to support their post-event recovery



ROKiT Oxygen partners with FLATOUT

KINGSWOOD BUSINESS PARK, UNITED KINGDOM, September 15, 2026 /EINPresswire.com/ -- ROKiT Oxygen has announced a partnership with FLATOUT as the fast-growing fitness company prepares to stage its biggest event to date at the iconic Old Billingsgate in London from 25th to the 27th September 2026.

The three-day FLATOUT London event will bring together competitors for an exciting test of fitness, strength, endurance and determination in one of the capital's most spectacular venues.

> this partnership is another important step forward in cementing ROKiT Oxygen as the UK's leading supplementary oxygen brand"
>
> *Jonathan Kendrick*

As an official partner of the event, ROKiT Oxygen will be supporting participants throughout the weekend, with every event finisher receiving a complimentary can of ROKiT Oxygen following their challenge.

The partnership brings together two brands with a shared belief in making fitness and sporting performance more accessible and encouraging people to challenge themselves, push their personal limits and perform at their highest capacity.

ROKiT Oxygen provides portable supplementary oxygen in a convenient, easy-to-use format and is designed for use by people seeking additional oxygen following physical exertion, making the partnership with FLATOUT a natural fit.

Adam Smith, Founder of FLATOUT, said:

“Bringing FLATOUT to London is a huge moment for us. We’ve been met with incredible demand at our recent events, so bringing that momentum to Old Billingsgate gives us the opportunity to deliver something really special.

“We’re delighted to be doing that alongside our partners at ROKiT Oxygen. It has been a real privilege to collaborate with a brand that shares our ambition to shake up the fitness and training space by promoting accessibility, personal determination and the desire to perform at your highest capacity.

“FLATOUT is ultimately about challenging yourself and discovering what you are capable of, and we’re incredibly excited to welcome competitors to what will be our biggest event yet.”

Jonathan Kendrick, Chairman of ROKiT Oxygen, said:

“FLATOUT London represents a golden opportunity for ROKiT Oxygen to further our ongoing goal of supporting enhanced fitness and sporting performance.

“We greatly admire what Adam and the FLATOUT team are building because their emphasis on encouraging people to challenge their own limits aligns perfectly with the philosophy behind ROKiT Oxygen.

“We’re particularly pleased that every finisher at Old Billingsgate will have the opportunity to experience ROKiT Oxygen for themselves after completing their challenge. We see this partnership as another important step forward in cementing ROKiT Oxygen as the UK’s leading supplementary oxygen brand.”

Situated on the banks of the River Thames, Old Billingsgate will provide a dramatic backdrop for three days of competition as participants take on the FLATOUT challenge in front of fellow competitors, supporters and spectators.

ROKiT Oxygen will have a presence throughout the event, reinforcing its commitment to supporting active lifestyles, fitness and sporting performance, from everyday participants through to serious elite athletes.

FLATOUT London takes place at Old Billingsgate, London, from 25–27 September 2026.

For more information about ROKiT Oxygen, visit rokitoxygen.com.

For further information about FLATOUT London, visit weareflatout.co.uk/flatout-london.

About ROKiT Oxygen
ROKiT Oxygen provides portable supplementary oxygen in a convenient format for use as part of

an active lifestyle. The brand is focused on making supplementary oxygen accessible to consumers and supporting people across fitness, sport and everyday physical activity.

About FLATOUT
FLATOUT is a fast-growing fitness event built around physical challenge, determination and personal performance. Its events encourage participants to test themselves in an inclusive competitive environment, with FLATOUT London at Old Billingsgate representing the organisation’s biggest event to date.

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