

MEDIA CONTACT: Conner Gossel, Fishman Public Relations, cgossel@fishmanpr.com, (937) 545-9812

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Prime IV Hydration & Wellness Racks Up Multiple Industry Awards Entering 2024

Premiere IV Therapy Brand Named a Best-In-Class Franchise Opportunity

COLORADO SPRINGS, CO (JANUARY 23, 2024) – [Prime IV Hydration and Wellness](#), the nation’s leading and fastest-growing IV therapy franchise, was recognized as one of the top 500 franchises in Entrepreneur’s Franchise 500®, the world’s first and most comprehensive franchise ranking. The brand came in at #389, including a #1 ranking in the IV Therapy Category, for its performance in areas such as unit growth, financial strength and stability, and brand power.

This year’s Franchise 500 was *Entrepreneur’s* most competitive to-date. And with over 4,500 active franchise concepts currently active in the United States, Prime IV’s ranking places it in the top 10% of the entire industry.

“Every brand on the Franchise 500 has its own unique story, but they all collectively make the same statement: Franchising is strong and resilient, is full of innovation and opportunity, and provides a powerful entrepreneurial path for many people,” says Jason Feifer, editor in chief of Entrepreneur magazine. “Our 45th annual ranking is full of companies with fresh ideas, exciting business models, cultural sway, and the kind of business sophistication that will define the next 45 years and beyond.”

Prime IV was also named a 2024 Top Franchise by Franchise Business Review, a market research firm that performs independent surveys of franchisee satisfaction and employee engagement, provides the only rankings and awards for franchise companies based solely on actual franchisee satisfaction and performance. Franchise Business Review publishes its rankings of the top 200 franchises in its annual [Guide to Today’s Top Franchises](#).

Prime IV was among more than 375 franchise brands, representing over 35,000 franchise owners, that participated in Franchise Business Review’s research. Franchisees were surveyed on 33 benchmark questions about their experience and satisfaction regarding critical areas of their franchise systems, including training & support, operations, franchisor/franchisee relations, and financial opportunity.

The franchise closed out 2023 by surpassing the 100-location milestone; indicative of the momentum behind the brand and the market expansion it is experiencing heading into the New Year. As the Prime IV team continues to welcome new local operators into the fold, honors such as these awards will prove to be an impactful selling point for prospective franchisees wanting to play a role in improving the wellbeing of communities around the country.

“Our rapid rate of expansion hasn’t been without challenges. It’s required a buildout of our executive leadership team, partnerships with the right operators, and a commitment to our internal processes,” said Amy Neary, founder and CEO of Prime IV. “For the entire Prime IV family, it makes every moment worth it to be named the best in our field. And it certainly lights a fire under all of us for what we have in store here in 2024.”

Those wanting to connect with the Prime IV team to further explore the brand's franchise opportunity are encouraged to email JoinUs@primeivhydration.com with any questions they may have, or to visit primeivhydration.com/franchising for more information.

About Prime IV Hydration and Wellness:

Prime IV was founded in 2017 by Amy Neary, a wellness industry veteran who launched the brand as a premier IV Hydration Therapy spa. Prime IV formulates IV vitamin therapies that help maximize the overall health and wellness of its members. Whether looking to take control of your health and boost the immune system, help heal the body at a cellular level, or to fight aging of the brain and body, Prime IV is the answer. The franchise offers a comfortable and relaxing environment that utilizes only the latest in cutting-edge IV therapies at each of its 101 locations nationwide.

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