



## MEDIA ALERT: Announcing Grand Opening of Crossfit Cache Valley

MEIDA AND BUSINESS CONTACT: BRAD THORNE  
CROSSFIT CACHE VALLEY  
740 NORTH 50 WEST  
LOGAN, UTAH 84341  
(435) 760-0024  
[BRAD@CROSSFITCACHEVALLEY.COM](mailto:BRAD@CROSSFITCACHEVALLEY.COM)

### **CROSSFIT™: NATIONAL FITNESS PHENOMONON COMES TO CACHE VALLEY**

*Still struggling with an abandoned New Year's resolution? Tired of spending hours at the gym?*

CrossFit™ training at the new CrossFit Cache Valley training center could be exactly what you have been looking for. Quick, intense, well-structured workouts are creating results with Cache Valley residents.

Beginning this spring, a growing group of Cache Valley sportsmen, business people, teachers, students and parents have discovered an exciting new option to take their fitness to a new level. CrossFit™ is an exercise regimen comprised of constantly varied functional movements done at high intensity. CrossFit™, fused with elements of Navy SEAL fitness training, is the primary focus of the new Crossfit Cache Valley training center, started by returning Cache Valley native, Brad Thorne. Brad explains, "CrossFit works all aspects of fitness in one workout: cardiovascular/respiratory endurance, stamina, strength, flexibility, power, speed, coordination, agility, balance, and accuracy."

Classes run daily from 6:00 am to 7:30 pm (please check the website for exact times ([www.crossfitcachevalley.com](http://www.crossfitcachevalley.com))) The workouts are short, varied daily, and draw from gymnastics, running, rowing and the unique sport of Olympic lifting. Trainees undergo a group workout that is intense and fun and always under the watchful eye of an expert coach.

CrossFit™ combines the social elements of teamwork and competition with the most comprehensive, focused full-spectrum workout available outside of a professional or collegiate sports team. Benchmark workouts are recorded and referenced to track your progress. Whether you are an elite athlete, a weekend warrior or someone seeking to improve your physical fitness for the first time, CrossFit™ can be scaled to fit your abilities. "Everyday seems to be something new and challenging," claims Shawn Wolfley, a real estate professional from Smithfield. "It's great how the WODs (Workout Of the Day) challenge you to push yourself to do better each session."

Members include individuals from all walks of life and all professions. "Crossfit has been a way to increase my fitness level going into summer, the training pushes the limits of what you think

you can do.” says Logan-based marketing manager, Staci Elggren. “It is also very practical...even the diet mantra is sensible, "Eat meat and vegetables, nuts and seeds, some fruit, little starch, and no sugar".”

Crossfit Cache Valley members are even hard to classify by age. On any given day, you can see high school athletes seeking competitive edge training side by side with grandparents seeking core strength and greater muscle mass and bone density through the hormonal release associated with the CrossFit™ workouts. The CrossFit™ program is for anyone who is serious about physical fitness, they're serious. “The Crossfit workouts are helping me get ready for little league football”, says Drake Oldham, 12-year old student at Cedar Ridge Middle School in Hyde Park. “My dad and I have been attending the Crossfit workouts together.”

Crossfit Cache Valley is opening their doors this weekend, June 28<sup>th</sup>. “We welcome everyone to call and set up an appointment to join one of our introductory workouts.” Says Brad Thorne, Owner and Certified CrossFit™ Trainer. “We are located at 740 North 50 West Street in Logan – just behind Wimmer’s to the west. Our facility is all about function Vs glamour, so please join us in our simple, no-nonsense workout facility.” Crossfit is about getting optimal results and increasing conditioning levels, flexibility, increased range of motion, better fitness levels, in a fun yet competitive environment.

For more information, please can contact Brad Thorne at (435) 760-0024 or send him an e-mail at [brad@crossfitcachevalley.com](mailto:brad@crossfitcachevalley.com), or visit us on the web and view our daily workouts at [www.crossfitcachevalley.com](http://www.crossfitcachevalley.com). Our address is 740 North 50 West in Logan, Utah.

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