



MEDIA ALERT

Thursday 12th April, 2012

CrossCore® Europe and Mad Dogg Athletics announce strategic alliance to bring Rotational Bodyweight Training (RBT) to the UK Fitness Industry

WHEN: Launch event for the media on Wednesday 25th April at 12.00-1.30pm and 1.45-3.30pm

WHERE: Lomax Chelsea, Lomax Bespoke Health Ltd., 293 Fulham Road, London, SW10 9PZ

MORE INFORMATION: <http://www.lomaxpt.com>

TO ATTEND THE EVENT: Contact Scott Morris 07760414944, scott@balancephysio.com

MEDIA ENQUIRIES: Contact Henman Communications on 07810 448782 / rph@henmancom.com

CrossCore® and Mad Dogg Athletics announce strategic alliance to bring Rotational Bodyweight Training to the UK fitness Industry. CrossCore® Europe has just launched the new CrossCore® Rotational Bodyweight Training (RBT) and European Education Programme. The RBT programme is a 1-Day, 6-hour course worth 6 Continued Education Credits through ISSA and has been designed for personal trainers, gym instructors, sports or strength and conditioning coaches, physiotherapists and other healthcare and fitness professionals.

Sports rehabilitation and physiotherapy specialists Balance Performance in London are the main UK distributors of the CrossCore® Rotational Bodyweight Training Systems™. They are working in conjunction with CrossCore® Europe's Head Trainers Rannoch Donald and Andy McKenzie to deliver the Training and Education Programme (TEP) to teach rotational bodyweight training across the UK, Ireland and to develop it further across Europe, Middle East and North Africa.

J.P. Brice, President and Co-Founder of CrossCore® Inc. in the US comments; "*Mad Dogg Athletics' experience, proven abilities in the fitness world and leadership in product design and education are things that we have sought to surround ourselves with to grow our company*".



CrossCore® Rotational Bodyweight Training Systems™ were originally developed in the USA for the military and MMA fighters. CrossCore® Rotational Bodyweight Training Systems™ are currently in use by professional athletes, sports teams, schools, clubs, military and rehabilitation facilities. The rotation and versatility of the CrossCore® Rotational Bodyweight Training System™ allows athletes to replicate and train for the movements they perform out on the field and in the streets.

The key to the effectiveness of the CrossCore180® lies within the 'patent pending' pulley system. For a more stabilized workout, comparable to other "strap" type products, leave the pin engaged in the pulley. But when it's time to get serious, "PULL THE PIN" letting the pulley rotates freely and takes your training where it's never been before. Train as nature intended, with rotation.

CrossCore® Rotational Bodyweight Training™, or "CrossCore RBT™", is now available in the UK and Ireland delivered by the Head Trainers of CrossCore Europe. This 1-Day, 6-hour course worth 6 Continued Education Credits through ISSA. After completion of an RBT™ attendees will know how to properly prepare themselves, their clients and RBT™ equipment for training, workouts and rehab sessions.

Jonathan Lewis, CrossCore® Europe Head Trainer and co-owner of Balance Performance, one of UKs most respected performance, rehabilitation and recovery centres comments: *"Balance Performance focuses on long term solutions and sustainable results. The CrossCore® Rotational Bodyweight Training Systems™ is a completely scalable training tool that allows us to provide exactly that. RBT teaches good movement skills even at an early stage of rehabilitation and then progress with added complexity and intensity. Good movement requires "rotation, rotation, rotation". Like all the best tools quality teaching makes all the difference and turns potential benefits into to actual benefits."*

Attendees will be able to perform core exercises using proper form and body positioning as well as be guided through cool downs and stretching techniques. The CrossCore® RBT™ course is fun and will provide the knowledge and tools needed to increase flexibility and mobility, core and total body strength as well as injury prevention. Once the concept of RBT™ is understood then the versatility and potential benefits of CrossCore 180 will be obvious.

Andy "IronMac" McKenzie, CrossCore® Europe Head Trainer, comments: *"This is what you call a training tool! The CrossCore®180 is perfect for complimenting human movement and works across all levels. From injured clients to elite level athletes; they can all improve, especially with the unique*



pulley system. If you want to assess client weakness or dominance then 'PULL THE PIN' and see it real time."

Rannoch Donald, CrossCore® Europe Head Trainer, comments: *" From the moment I tried the Crosscore 180, I realised I had discovered a tool that accurately reflects the way we are designed to move. Crosscore has the ability to challenge everyone, from the novice trainer to the elite athlete."*

-END-

WHEN: Two sessions for the media on Wednesday 25th April at 12.00-1.30pm and 1.45-3.30pm

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Image of CrossCore® Europe Head Trainer Andy McKenzie demonstrating exactly how portable, versatile, effective and enjoyable the CrossCore® is during his visit to Egypt to launch their Rotational Bodyweight Training TEP.



British No.2 Fencer Claire Bennett training with CrossCore® Europe Head Trainer Andy McKenzie on the CrossCore® 180 at Balance Performance in London.

More information - <http://www.shop.balancephysio.com/collections/brands/products/crosscore180-war-machine-pulley-training-system>

NOTES TO EDITORS

Profiles

Jonathan Lewis, CrossCore® Europe Head Trainer, co-owner of Balance Performance Physiotherapy.





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Jonathan is a former Royal Marine, co-owns one of UKs most respected physiotherapy, rehabilitation and performance centres Balance Performance. His specialist area is teaching quality, flowing movement for the purpose of recovery, performance and increasing resilience.

Jonathan is a physiotherapist with a unique approach to recovery, rehabilitation, movement and injury prevention. Jonathan believes accuracy and fluidity of movement will provide the strongest foundation to achieving our physical goals and play a significant part in our mental and emotional goals as well. Knowing this, movement quality, breathing and mindfulness are emphasised in all physical activities utilised whether using mobility and bodyweight training, work with kettlebells or Crosscore 180.

Jonathan is Balance Performance's Director of Strength and Conditioning. He has over twenty years' experience in performance, strength and conditioning, recovery and rehabilitation including service as a Royal Marine Commando, and over 15 years in advanced physiotherapy rehabilitation. He is also a Director of the International Kettlebell and Fitness Federation (IKFF).

Rannoch Donald, CrossCore® Europe Head Trainer, founder of Simple Strength in the UK.



Rannoch Donald, CrossCore® Europe Head Trainer, founder of Simple Strength and the 100 Rep Challenge comments: *"From the moment I tried the Crosscore 180, I realised I had discovered a tool that accurately reflects the way we are designed to move. Crosscore has the ability to challenge everyone, from the novice trainer to the elite athlete."*



Rannoch's lifelong interest in martial arts, movement and mindfulness sees him facilitate workshops and seminars with some of the world's leading teachers and coaches, encouraging ordinary people to make extraordinary changes.

Rannoch has a lifelong interest in martial arts, movement, mindfulness and movement. He regularly hosts a diverse array of world class coaches and trainers in Scotland. He is European Co-Director for Steve Cotter's IKFF and was Scotland's first Russian Kettlebell Challenge Instructor under Pavel Tsatsouline. In the last few years Rannoch has worked with Martin Rooney, Steve Cotter, Mike Mahler, JC Santana, Erwin La Corre and Alvaro Romana delivering workshops, certifications and promoting excellence in training.

Andy "IronMac" McKenzie, CrossCore® Europe Head Trainer, owner of Training Lab.



"This is what you call a training tool! The CrossCore® is perfect for complimenting human movement and works across all levels. From injured clients to elite level athletes; they can all improve, especially with the unique pulley system. If you want to assess client weakness or dominance then 'PULL THE PIN' and see it real time."

Andy's approach to conditioning, fitness and training comes from the 16 years he spent in the military, where he served as a Paratrooper. For three years, he was Lead Instructor for pre-parachute selection, recognized as one of the toughest courses in the British Army. He then transferred to the Royal Army Physical Training Corps, where he was able to focus his skills by heading up the rehabilitation centre at the Army's largest recruit and training development centre. .

Throughout his military career, Andy worked closely with Army sports teams so, when he left the forces in 2008, it was no surprise that he pursued a career in professional sport. He was the Academy's Head of Strength and Conditioning at rugby league's Celtic Crusaders for two seasons.



Andy now coaches athletes across the UK and Europe, taking his experience of a wide range of sports to give best advice to all his clients. His athletes include a Paralympic skier, a North Pole expedition endurance team, MMA fighters, professional Crossfit athletes and rugby players. He likes to train for a range of sports and has run endurance races, won Strongman competitions and taken part in triathlons. Andy retains a consultative role with the British Army, working as a specialist rehabilitation advisor.

Ricardo Abreu



Ricardo has been involved in sport since the age of 4, and has been in the fitness industry for 16 years – 6 of those as a qualified personal trainer. Fitness has always been a priority for Ricardo, and when working with clients, his first goal is always to pass on the ability to be stronger, faster and better.

He has been working with instructors and trainers in the UK and Portugal, helping them achieve their maximum potential. Ricardo works with a variety of people, all with different goals, abilities, and lifestyles – from models and actresses looking to maintain a sculpted physique to new clients looking to improve their fitness. Clients can be confident that he will share his knowledge and inspiration in order to train with a positive attitude and help achieve goals. *“No secrets just hard work”*.

The Team

The Team of professionals will be available to discuss and be questioned on the benefits of CrossCore180 and the quality of the TEP programme. Each individual available on the day has a broad knowledge base and able to apply their skills in all physical training contexts but their specialist areas of knowledge are:

- Martial Arts - Rannoch Donald
- Rehab - Jonathan Lewis, Andy McKenzie



- Sports - Andy McKenzie, Rannoch, Jonathan
- Personal Training - Ricardo Abreu, Jonny Lomax
- Fitness Industry/gyms/classes - Jonny Lomax, Ricardo Abreu
- Military - Andy McKenzie, Jonathan Lewis (possibly Mark Bennett)

TEP dates for UK:

- LA Fitness, Finchley - Ricardo Abreu - 29th April
- Kratos - Cardiff - Allen Reid - 20th May
- DMC - Glasgow - Davie Mac - 27th May or 3rd June
- D8 - Dublin - Mark Bunce - 10th June
- Energy Gym/Simple Strength, Edinburgh - Rannoch Donald date TBC
- Training Lab, East Grinstead - Andy McKenzie -date TBC
- Lomax Chelsea, Chelsea - Jonathan Lomax - date TBC

We are please that for this event we will be at Lomax Chelsea a very successful independent health and fitness business. The owner Jonny Lomax and his team have developed "The Lomax Way" and now have over 12 years' experience of seamlessly incorporating effortless health into their clients' everyday lives, whatever their goals and lifestyles.

Further information:

CrossCore180 in a Commercial Fitness Environment for class inclusion and Personal Fitness Training:

<http://www.youtube.com/embed/RyeXy4cGuUo>

Rotational Bodyweight Training in a sports, outdoors or home training environment, incorporating additional/external resistance - much like a Functional Training Cable Column...but more versatile:

<http://www.youtube.com/embed/nilSvH3yNbY>

ISSA - <http://www.issaonline.com>

Mad Dogg Athletics - <http://www.maddogg.com/about.html>

Balance Performance - <http://www.balancephysio.com>