

**Media Release**

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**For Immediate Release**

National Strength and Conditioning Association

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## **NSCA Announces New Sponsorship with Fitness Anywhere**

Colorado Springs, CO (September 5, 2007)—The National Strength and Conditioning Association (NSCA) is proud to announce Fitness Anywhere, Inc. as an official sponsor of the NSCA. For the past several months, the NSCA has used the TRX Suspension Training equipment in its Human Performance Center. With today's announcement, Fitness Anywhere will be recognized as an "Official Co-Sponsor of the NSCA Tactical Strength and Conditioning (TSAC) Program" and will also partner with the NSCA at all of their national events.

"Suspension Training is a big part of the TSAC program, especially in the area of functional strength and core development," said Mark Stephenson, NSCA Human Performance Center Director. "The TRX Suspension Trainer, which originated in the U.S. SEAL Teams, is a great asset to our program and allows us to train safely and effectively whether we're in a gym or out in the field."

"Fitness Anywhere is excited to become an official sponsor of the NSCA as there is a natural fit between our organizations", explains Randy Hetrick, President of Fitness Anywhere, Inc. "My company is dedicated to producing world-class performance training tools and programs for both the athletic and military markets, and the NSCA is the leading organization for strength and conditioning education and research. Partnering with their TSAC program to bring functional training to the military was an easy decision."

For more information about the TSAC program please visit <http://www.nasca-lift.org/TSAC/> or to learn more information about NSCA sponsorship opportunities visit <http://www.nasca-lift.org/sponsors/default.asp>.

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### **MISSION STATEMENT**

*As the worldwide authority on strength and conditioning, we support and disseminate research-based knowledge and its practical application, to improve athletic performance and fitness.*

### **About the NSCA**

The National Strength and Conditioning Association is the leading authority on strength and conditioning. For more than 29 years, the NSCA has bridged science and application to provide reliable, research-based, strength and conditioning information to its members and the general public. With 33,000 members worldwide, the NSCA is the largest health and fitness association in the world. For more information on NSCA professional journals, cutting edge conferences, educational text and videos, or other services, visit the web site at [www.nscf-lift.org](http://www.nscf-lift.org)

### **About Fitness Anywhere, Inc.**

Fitness Anywhere, Inc. produces and sells Suspension Training® equipment and programs to trainers, athletes, the military and active individuals. The TRX® Suspension Trainer® is the original bodyweight-based, performance training tool that delivers a high quality, total-body functional workout, yet is completely portable and can be used almost anywhere. The TRX® is currently being used by teams in the NFL, NBA, MLB, NHL and the NCAA, by every branch of the US military, and by top training centers across the US. For more information on Fitness Anywhere's products, programs and accessories, visit [www.fitnessanywhere.com](http://www.fitnessanywhere.com).

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