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The Sport of Fitness set to descend on Music City Center Memorial Day Weekend
Reebok CrossFit Games Regional event comes to Nashville for the first time

NASHVILLE, Tennessee — The last weekend in May, Music City Center's convention space will be transformed from the usual trade-show fare to one of the world's largest CrossFit gyms complete with rubber flooring, barbells, pull-up rigs and whatever else event organizers decide to throw into the competition.

The 2017 Reebok CrossFit Games Central Regional competition features the fittest men, women, and teams from the Central East and North Central parts of the United States spanning 16 states. Only the top 40 men, 40 women, and 30 six-person teams were invited to compete at the East Regional based on their scores from the first phase of competition, the CrossFit Games Open—a worldwide qualifying competition that featured 385,000 participants competing at more than 13,000 CrossFit affiliates.

Previously held in Columbus, Ohio, this marks the first year the Central Regional will be in Nashville.

"Each year, we look for cities where our community can come together and enjoy the competition and a weekend with others who share a passion for CrossFit," General Manager of the Games Justin Bergh said. "Nashville has a great vibe and the Music City Center will be a fun venue for the athletes and fans at our Central Regional. The competition gets tougher every year and this is a great chance for people to see top athletes such as two-time third-Fittest Woman on Earth Sara Sigmundsdottir, as well as other great competitors like Brooke Wells, Scott Panchik and four-time Games champ Rich Froning."

This event marks the first of its kind at the Music City Center, where nearly 200,000 square feet of convention space will be converted into one of the world's largest fitness facilities for a weekend.

"We are so excited to host the Central Regional in Nashville this spring," said Charles Starks, President/CEO of Nashville's Music City Center. "To be part of an event that is happening across the country is thrilling and creates national exposure for our facility and our city."

Over the course of the three-day competition, athletes will face a barrage of tests designed to reveal any flaws in their fitness. Can they do well in long events? Short events? Heavy lifting?

Gymnastics? To make it to the CrossFit Games, these athletes must be true generalists capable of handling any task thrown at them.

Only the five men, five women, and five teams who do the best in relation to their peers across all of the events will be invited to compete at the CrossFit Games at the Alliant Energy Center in Madison, Wisconsin, Aug. 3-6. The winner of the Games proudly earns the title of Fittest on Earth.

Tickets to the Central Regional event are on sale now and can be purchased at https://www.cuetoems.com/cfregion_2017/Tickets.aspx?l=CEN5F4FBE0C. Tickets are \$30 each for one-day admission or \$75 for all three days. Come cheer on the fittest individuals in the United States as they reach for their goal of being named the Fittest on Earth.

For more information or if you would like to receive press credentials to the Central Regional or would like to arrange an interview with a local athlete competing at the event, please contact laura@flowercitycrossfit.com.

ABOUT CROSSFIT

CrossFit is a fitness regimen developed by Greg Glassman, who was the first person to define fitness in a meaningful, measurable way: increased work capacity across broad time and modal domains. He then created a program specifically designed to improve fitness and health.

CrossFit is constantly varied functional movements performed at high intensity. All CrossFit workouts are based on functional movements, and these movements reflect the best aspects of gymnastics, weightlifting, running, rowing and more. These are the core movements of life. They move the largest loads the longest distances, so they are ideal for maximizing the amount of work done in the shortest time. Intensity is essential for results and is measurable as work divided by time—or power. The more work you do in less time, or the higher the power output, the more intense the effort. By employing a constantly varied approach to training, functional movements and intensity lead to dramatic gains in fitness.

The community that spontaneously arises when people do these workouts together is a key component of why CrossFit is so effective, and it gave birth to a global network of CrossFit affiliates that number more than 13,000 worldwide. Harnessing the natural camaraderie, competition and fun of sport or game yields an intensity that cannot be matched by other means. For more information, visit www.crossfit.com.

ABOUT THE CROSSFIT GAMES

The CrossFit Games are the world's premier test to find and crown the Fittest on Earth.

In order to find the fittest, CrossFit has to cast a wide net. The three-stage CrossFit Games season acts as a funnel, starting with the all-inclusive online CrossFit Games Open, advancing to the selective live Regionals, and concluding with an elite few on a world stage at the CrossFit Games.

The 2017 Reebok CrossFit Games will be held at the Alliant Energy Center in Madison, Wisconsin. After seven years at the StubHub Center in Carson, California, the Games will move to a new location for at least the next three years.

The Games will start Thursday, Aug. 3, and run until Sunday, Aug. 6. For more information or to buy tickets to the Games, visit <https://games.crossfit.com>.

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