

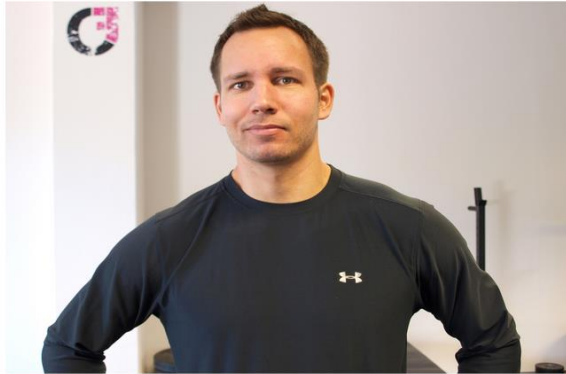
CROSSFIT ESSEN – GERMANY

IT'S TIME AGAIN TO BRING EUROPE'S CROSSFIT SCENE TOGETHER AS WE REACH OUT TO EVERY SINGLE BOX IN EUROPE. TODAY OUR GUEST IS BJÖRN BIRKEN, BOX-OWNER OF CROSSFIT ESSEN, GIVING US A LITTLE INSIGHT INTO WHAT HAPPENS AT HIS BOX!



SOME FACTS:

Name: CrossFit Essen
Address / Location: Kaninenberghöhe 2, 45136 Essen, Germany
BOX-Owner: Björn Birken
Open since: November 2011



INFO:

HOW DID YOU COME TO CROSSFIT?

In 2008 I read an article about CrossFit called "The hardest workout in the world" in a Fitness Magazine. The described workout (Filthy Fifty) did not look so bad and so I gave it a try. At the time I was already working as a Personal Trainer and thought I was in really good shape! 30 minutes later I knew it better.

WHY DID YOU OPEN YOUR OWN BOX?

After receiving my Level 1 Certification I started bringing the CrossFit methodology to my Personal Training and Physical Therapy clients. All of them made large improvements in their health and fitness but the biggest part of CrossFit was still missing: [The community aspect!](#) So the next logical step was to open an affiliate.

WHY EXACTLY SHOULD I JOIN YOUR BOX? WHAT MAKES IT STANDOUT FROM OTHERS?

I think there are a lot of great boxes out there and I do not know all of them so I can't say what makes our box standout. But I can say what you can expect in our box:

- **Top-notch coaching:** ALL of our coaches have many years of experience in coaching and various qualifications besides their CrossFit certifications like degrees in "Sport Science" or "Physical Therapy".
- **A GREAT community:** In our box you do not only work out with great people we want you to have fun with them outside of the box, too! We have a daily blog on our website with different fitness related topics, [nutrition](#) challenges, our regular "Meet&Greet", we have teams at the "Tough Mudder", the "Dragon boat festival" and a lot of [other events](#). So there is a lot to experience!

HOW DOES YOUR MEMBER STRUCTURE LOOK LIKE? (NUMBER OF MEMBERS, MALE/FEMALE, YOUNG/OLD, ATHLETE/AMATEUR)

I think our gym shows that CrossFit is for everybody who wants to get fit and have fun doing it. We have around 100 members, 65% male/35% female and between 18-70 years old. We see all of our members as athletes regardless their fitness backgrounds (e.g. we have clients who learned to run 400m at a stretch while training with us or a member who hopes to qualify for the next Olympics in her sport).



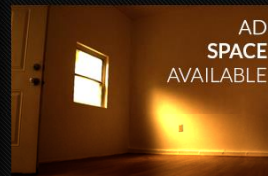
WHAT PRGM ARE YOU ON?



PROGENEX



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DO YOU HAVE ADDITIONAL TRAINING POSSIBILITIES (YOGA, GYMNASTICS ETC.)?

We offer our members [regular workshops](#) like Rowing or Olympic Weight Lifting with high-level trainers in this specific sports and we will start a Yoga-Program in 2014.

DO YOU CONSULT YOUR MEMBERS IN NUTRITION QUESTIONS?

Yes, we do! [Nutrition](#) and [training](#) goes hand in hand when we talk about a healthy lifestyle. So we offer or clients information about this topic when they start training with us, we regularly start nutrition challenges and I support helpful news about nutrition in my daily blog.

IF I START AS A BEGINNER – HOW DOES MY TRAINING IN THE FIRST MONTH LOOK LIKE?

Yo, will start with our CrossFit Beginner program. It consists of 8 classes (90min. each) where we will teach you the fundamental movements, basic mobility exercises, scaling and talk about the philosophy behind CrossFit.



DO YOU ORGANIZE ANY INTERNAL OR OPEN COMPETITIONS?

We just had an internal Team-Competition at our 2-year anniversary and are planning a [competition](#) with other boxes for 2014.

CAN I DROP IN IF I AM PASSING YOUR CITY? WHO DO I HAVE TO CONTACT?

We are looking forward to have you with us for a workout! First class is always free and for a T-Shirt from your box you will get the second one free as well.

Just mail: info@crossfit-essen.de

WHAT'S YOUR TAKE ON FITNESS?

Fitness is a lifestyle and a choice! The only person who is responsible for that is YOU! But we at CrossFit Essen will help you to get the most out of it!
