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Fit is SEXY



MEET RICH FRONING JR., THE FITTEST MAN ON EARTH

There's more to fitness than exercise, which is why Rich Froning is this year's Fittest Man on Earth and winner of the **2011 Reebok CrossFit Games**.

Rich dominated during this tough test of determination among some of the strongest athletes in the world. To achieve this win, the Assistant Strength Coach at Tennessee Tech and Certified CrossFit Instructor credits hard work, tenacity and his family as the forces behind his success. Balancing mind, body and heart, Rich is a true example that FIT IS SEXY.

To stay fit and sexy, Rich credits CrossFit, a core strength and conditioning program that is broad, general and inclusive. The scalability of CrossFit allows people of all fitness levels to participate. **Learn more and find out how you can get started at CrossFit.com.**

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