



BREAKING NEWS
FOR IMMEDIATE RELEASE

Press Contact: Kim Prorise

201-214-5795

kim@jpcrossfit.com

JP CROSSFIT GRAND OPENING JAN. 12th
“Strong Limbs, Stronger Roots”

Boston, MA—The grand opening of JP CrossFit, a fully equipped fitness facility located at 54 Hyde Park Avenue in Jamaica Plain, will take place on **January 12th at 7pm**. JPCF invites the public to learn about its programs and explore its recently renovated facility—which includes Olympic lifting platforms and a custom pull up structure—at the evening open house. The gathering will include a meet and greet with trainers, homemade paleo refreshments, and the opening of signups for a fitness challenge beginning February 1, 2013.

Owner and Senior Instructor Logan Miller, who has been a CrossFit certified trainer since 2010, wanted to create a business that would give something back to his community. “JP is the best neighborhood in Boston,” he says routinely, “I want to help keep it healthy.”

JPCF offers clients first class coaching in constantly varied, universally scalable workouts as well as personalized goal setting, nutritional support, and access to online fitness tools. Miller even extends a 10% discount to active law enforcement, firemen, and members of the U.S. Armed Forces. “The physical challenges faced by our emergency responders and service members are broad and varied, just like our workouts,” he says, “We do our best to prepare them for those unknown challenges; it could save a life someday.” The gym also hosts \$5 Community Workouts for Boston residents on Saturdays.

But workouts aren’t the only way JPCF contributes to local wellness. Miller has partnered up with artists and graphic designers to create an opportunity for neighbors to showcase their work. Practically everything associated with the gym was designed by a Boston local: the mural gracing the gym’s far wall was painted by JP artist Helen McCarthy, the logo is by JP graphic designer Laura Ceredona, and fliers and business cards are by Kate Kinsey, who is Miller’s neighbor on Centre Street.

“CrossFit athletes encourage each other to be their best, both in the gym and in life,” Miller says, “and we’re privileged to be able to share that with our community. We’re so excited to be here.”

More information is available at jpcrossfit.com
JP CrossFit, 54 Hyde Park Avenue, Boston, 857-205-0173