



REEBOK CROSSFIT GAMES: THE OPEN

Mar 6 - Apr 7

*The Open 411: What on earth is the Fittest on Earth?
A manifesto about the who, what, where, when and why...*

So we've heard the questions, whispers and other such rumblings...

"What's the Open?"

"Somebody's gonna open something?"

"Huh? CrossFit Games? Never heard of it."

"Isn't that Kelly's gig with those other muscly people nobody knows?"

"Only crazy people participate in the Open... I just wanna learn how to double under."

Well, yeah, it's all of the above but let's chat about this for a second. There's so much more to the CrossFit Games and its first part of a three-part season called the **Open**.

So, let's talk. Below is a little FAQ from us to you about why we love the Games and can't wait to kick-start the Open. Here goes... you can stop us at any time... well, stop reading at any time...

What is the Open and how is it a part of the Reebok CrossFit Games?

Fair question. The Reebok CrossFit Games launches its season with the "Open." The Open is the first part of a three-part season that comprises the Reebok CrossFit Games.

What do you mean a "three-part season?"

The Reebok CrossFit Games has three parts:

1. The Open
2. Regionals
3. The Games

FACTOID: Check out this short 2 minute video describing each part and how they combine to form the Reebok CrossFit Games: <http://games.crossfit.com/about-the-games/the-games-season>

Ok, I still don't know what the Open is...

Ahhh, let's delve into that and travel back through time for just a sec...

CrossFit has its own "World Series of Fitness" (for lack of a better phrase). Years ago, well in 2007, CF HQ and its friends developed a competition that brought together athletes from all around the U.S. to compete against each other to win the title, "Fittest on Earth."

Except, they didn't have "Fittest on Earth" trademarked yet... if you won, it was just bragging rights in 2007. And, yes, Fittest on Earth is trademarked. And, yes, you can totally make fun of it.

As the craziness known as CrossFit grew, so did the competition. In its current state, it's known as the Reebok CrossFit Games. Which translates into a massive event that spans the globe, has a splashy website, a big 'ol Facebook page, thousands of athlete participants and lots of sponsorship dollars (hence Reebok)... big stuff from such humble beginnings.

FACTOID: We miss Drywall and wish he would give up retirement and bring back his blog... *{sigh}*
Nobody makes fun of CF like Drywall... (Google it people, duh.)

YO! I still don't know what the Open is about...

Calm down, we're getting there.

The Open is the most inclusive competition in the world. The premise is simple – anyone and everyone can register for the Open and participate. Easy peasy. No qualifying rounds, no minimum requirements, nothing. All you gotta do is register.

FACTOID: Last year almost 70,000 athletes registered for the Open!

Ok, I'm starting to understand this nonsense, but how do I participate in the Open?

Beginning March 6 and running for 5 weeks, the Open will consist of 5 workouts – that's one workout per week for those of you who can't do the math.

An Open workout is announced on Wednesday of each week. In turn, participants have until the following Sunday to complete the workout and post his/her score to the Games website.

Annd, at CFRX, we will program each Open workout into our schedule. If we follow last year's model, we will include the current week's Open workout on every Friday during the Open season. Easy peasy. Show up on Friday, complete the WOD, and, BOOM, you are participating in the Open.

Let's recap... it's 5 weeks; one workout per week; it's announced on Wednesday; CFRX will program the workout for that Friday; and you have until Sunday to post results to the Games website.

I'm intrigued, how do I register?

That's the spirit... the more folks we have registered in the Open, the louder our CFRX voice becomes to the global CrossFit community. Shoot, you're gonna be doing these workouts every Friday anyway, might as well let the world know who you call Daddy... um, we mean who you call your favorite gym.

FACTOID: Watch this video for step-by-step instructions on how to register for the Open:
<http://games.crossfit.com/video/how-register-athlete>

Why do I want to do this Open thing? Sell it to me...

Now we're talking... you wanna make us work for this one. That's cool. Why? Because we said so... no wait, only our parents can pull out that phrase.

No really. Why?

Because it's so cool to see a community unite for 5 weeks for the most unique competition in the world... seriously, you can make a difference in the global CFRX footprint by registering. The more members we have registered, the bigger our ~~shoe~~ size footprint.

And, remember, you're going to be doing the Open workouts anyway. Might as well put them to good use and log those puppies on the Games website for the world to see. Put it this way, with so many participants, you're guaranteed not to come in last 😊

Plus, you can be a member of the CFRX team too. Sure, Kelly has his contingent of muscly associates who are all working their way to Regionals and have sunny CA in their sights. But don't let that group of super stars intimidate you. This is your shot at being one with them... we're all the same for the Open regardless of our Fran time.

PARTING FACTOID: CFRX sent a team to Regionals for the first time last year. And, there were a few impressive individual athletes in the mix too. Check out this video and join the crusade:
<http://games.crossfit.com/video/first-time-regionals-crossfit-rx>

P.S. You think CFRX crushed it last year at Regionals... just wait... our money says we're gonna see someone or someones in sunny CA for the Games... you can take that to the bank people.