

**Registration Contact**  
Coach Scott Sonnon  
[Sonnon@rmaxinternational.com](mailto:Sonnon@rmaxinternational.com)  
Phone: 360-734-1616

## **WHATCOM COUNTY FIREFIGHTERS COMPETE IN TEAM TACTICAL FITNESS CHALLENGE TO REBUILD FERNDALE BOYS AND GIRLS CLUB**

*"You Pledge Your Pennies; We Pledge Our Sweat!"*

*Friday, April 13<sup>th</sup>, 2007 3:00-5:00PM, Bellingham, WA. Scott Sonnon, Former USA National Police Team Coach and owner of The RMAX Gym, Ltd., with Ryan Provencher, Fitness Team Member of the Bellingham Fire Department, Mike Locke, Fitness Director of the Bellingham Athletic Club, and Josh Wylund of the Boys and Girls Club of Whatcom County, have organized the RMAX Team Tactical Fitness Challenge between fire stations in Whatcom County. All proceeds will go to rebuilding the Ferndale Boys and Girls Club which was badly damaged during a fire on New Year's Day, 2007.*

### **What is the RMAX Team Tactical Fitness Challenge?**

*Five member fire-station teams from across Whatcom County will compete in a goodwill fund-raiser against each other: a high intensity interval training involving "retro-tech, old-school" tools: clubbells, kettlebells, monkey and parallel bars, medicine balls, rubber strands, jump boxes, jump ropes, gymnastic rings, climbing ropes, sandbags and/or bodyweight exercises.*

*Points are awarded based upon repetitions accomplished, speed of performance and work performed within certain time periods. The teams will not know in advance the precise exercises selected and will not know the training protocol with which they will be competing. This simulates the extreme flexibility with which firefighters much adapt to crisis response.*

*The teams will be collecting pledges in advance from community members and businesses: for instance, X pennies / point earned (for community members a cap could be placed on say \$20 or \$100 donation maximum offered.) The team with the greatest earned points at the end of the competition will win an entire Clubbell Gym (\$600 value) for their station, donated by Scott Sonnon. All donation proceeds will be given to the Ferndale Boys and Girls Club.*

### **Free Preparation to All Team Members!**

*Coach Sonnon has offered **free access to the RMAX Gym for all participating team members** to prepare at The RMAX Gymnasium, Bellingham Athletic Club Downtown Studio B, 1616 Cornwall Avenue, 360-734-1616. Participating athletes should call for their pass.*

### **Event Date and Registration Deadline**

**Event Day:** *Friday, April 13<sup>th</sup> from 3-5PM at The RMAX Gymnasium (address above).*

**Registration Deadline:** *March 23<sup>rd</sup>, Midnight PST by phone or email above, commit the names of your five member team and team name to Coach Sonnon*

at [Sonnon@rmaxinternational.com](mailto:Sonnon@rmaxinternational.com) / 360.734.1616. If you leave a message, include your team member names, team captain and team name, and a contact phone number and email address if possible.

Once you have confirmed your registration, you may begin collecting pledges / repetition from local, regional, and national corporations, businesses and citizens. If you would like help designing your pledge sheet, email Coach Sonnon for a template.

### **Committed Media Exposure**

Doug Lange, KPUG Program Director, has agreed to help increase exposure for the preceding pledge drive. Contacts with the Bellingham Herald, KVOS, as well as the Seattle Times and KOMO will be reached out to on this specific event, and considering the great coverage prior events have received, it is expected that the Team Tactical Fitness Challenge will receive broad coverage.

Coach Sonnon has donated the hired services of Thinkatron Films to have the entire event made into a documentary, published for free to the Internet to help promote Whatcom County firefighters.

### **What is RMAX Tactical Fitness?**

RMAX Tactical Fitness was developed by USA National Police Team Coach and international martial arts champion, Scott Sonnon. Sonnon considers tactical responders such as firefighters and police officers to be athletes. Though their preparation is not unlike a professional athletic preparation, tactical responders do not know the "game" they will be "playing," often don't know the rules of engagement, or when they will be called to task. All of these factors make preparation more difficult for tactical responders as compared to sports.

Though physical aptitude is a job requirement and enabler for firefighters, most physical training (PT) programs do not meet their needs because they were designed for sport and in many cases bodybuilding. Most PT programs overemphasize long, slow aerobic training; others overemphasize bulk and powerlifting. However, physical aptitude depends upon how specifically firefighters are for the physiological challenges they face: the capacity to work at high intensity in extreme ranges for repeated bursts of short duration with fast recovery. Current PT programs fall sorely short of these demands. Furthermore, current PT programs fail to place sufficient attention on injury-proofing firefighters to sustain their unique challenges and promote career longevity.

Firefighters, as tactical athletes, require a comprehensive physical training program which will foster the physical skills necessary for tactical response. RMAX Tactical Fitness focuses on making responders better prepared through functional stamina, extreme range reactive strength, three-dimensional ballistic speed, multi-modal agility and coordination, and integrated active recovery and rehabilitation; infinitely variable and incremental in sophistication, and psychologically challenging so that tactical responders stick with it.

RMAX Tactical Fitness focuses on tools which are as old as physical culture itself austere, primitive and primal: clubbells, kettlebells, climbing and parallel bars, medicine balls, boxes, rings, ropes and sandbags. This array of equipment is as

*old as physical culture itself because each successfully allows the greatest potential for functional, varied and improvised use of the entire body.*

**ABOUT RMAX INTERNATIONAL:**

Scott Sonnon, USA National Police Team Coach, International Champion and Distinguished Master of Sport, launched his “retro-tech” RMAX Gymnasium in 2007 in partnership with the Bellingham Athletic Club. Classes are geared towards “tactical fitness” to increase preparedness for firefighters, police and military personnel. For more information, log on to [RMAXinternational.com](http://RMAXinternational.com).

**ABOUT BELLINGHAM ATHLETIC CLUB:**

Bellingham Athletic Club has been Whatcom County’s Health and Fitness Leader since 1975. The two Bellingham Athletic Club facilities, BAC Cordata at 4191 Meridian Street and BAC Downtown at 1616 Cornwall Avenue, offer the best in service, equipment and cutting edge technology and personnel. For more information, log on to [BellinghamAthleticClub.com](http://BellinghamAthleticClub.com).