

CrossFit EXP brings fitness to a whole new level

LEOMINSTER CHAMPION
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From high school athletes to soccer moms, roller-derby teams to the recently retired, CrossFit is the latest evolution in overall health and fitness for just about anyone interested in creating a healthy lifestyle. One Leominster gym has taken Cross-Fit, a core strength and conditioning program, to the next level as the fitness studio modifies its philosophy, improves its overall client goals, and transitions officially this month to a new name: CrossFit EXP.

CrossFit EXP is already a successful fitness studio, transforming the lives of clients through expert coaching and guidance. Founding president Patrick Lyden opened CrossFit EXP (formerly Ultimate Fitcamp) at 100 Crawford St., Leominster, in 2009 after leaving a biotech career in 2003 to pursue his love of fitness.

"I loved helping teach people and loved health and fitness so it was a great change in career path." This father of one with another on the way, had been very active in triathlon and endurance sports, and in 2003 decided to take his interests to the next level with an American Council on Exercise certification (ACE).

With a start at a local gym as an independent personal trainer, Lyden's client base grew quicker than he had expected, and as a solution, he switched from one-on-one training to small groups – and that is how Ultimate Fitcamp was born.

"It was amazing how much more fun clients had training together. They pushed harder, got better results... I [became] the sole founder and pioneer in the area of group training in the greater Leominster region," recalls Lyden.

This transition led Lyden to expand his inspiring group-training classes to his own space. In 2005, Lyden brought in Nick Normandin, an exercise and sports science major with a passion for training endurance athletes. Lyden met Normandin at the gym where it all began, and his group-training practices "helped mold the character I am today," says Normandin. "There was something magical about training people in groups, the energy, the camaraderie, and the harder work ethic than that of a one-on-one personal-training session, which all the other personal trainers at the time were doing," Normandin recollects.

In the summer of 2009, Lyden and Normandin checked out the rising new fitness approach of CrossFit when they attended a CrossFit Level 1 trainer's course. Pre-CrossFit, Lyden says his business was focused upon two things: weight loss and appearance.

Lyden felt that traditional weight-loss programs were focused on the scale; his goal, however, was to help his clients live healthier, stronger, fitter lives where they could perform better – from raking the leaves to participating in a triathlon. Lyden discovered what he was looking for completely encased in the values of the Cross-Fit program.

"CrossFit helps people focus on performance, which in turn creates measurable changes in their health, weight and appearance," he says.

CrossFit EXP's program slowly transitioned over the past year into the full CrossFit program, bringing fantastic results and true client loyalty from the gym's existing patrons, as well as attracting more clients each month. Today, Cross-

Fit EXP has four instructors and an average of 160 clients. A new

CrossFit affiliate as of March of

2011, plus the name change going into effect just this month, the full shift to embracing the CrossFit philosophy is complete.

Lyden explains that CrossFit EXP's well-rounded Patrick Lyden approach to fitness is focused upon three areas. Community: "we have learned that people want to belong to something more than just having a gym membership and scanning in and out of the gym." Coaching:

"People want and need structure, guidance, accountability and motivation. Our coaches are always focused on creating the best experience for each and every member by customizing workouts and helping to encourage and motivate." And results: "The results people experience come faster than from traditional workout routines because of the nature of the exercises (functional, compound, multi-joint) and the constant variety of our programming."

So if you're looking for a healthier, stronger and more physically gratifying lifestyle, check out

CrossFit EXP and become an expert at living life to the fullest. Check it out online at CrossFitEXP.com or find them on Facebook.