



PUREBRED'S 8 WEEK STRENGTH CHALLENGE

22/05/2021 - 19/07/2021



WELCOME!

Firstly, thank you for expressing your interest in our upcoming Challenge.

The Purebred Fitness 8 week Strength Challenge is designed to provide optimum results for participants willing to entirely commit themselves, in both their training and diet regime.

Our training program is diverse and challenging but we are confident it will leave you wanting more.



WHY STRENGTH?

When it comes to building a physically strong and robust body, never neglect strength training. Strength is one of the core ingredients to a life that holds high function, longevity and has proven to be the best injury prevention tool out there.

Purebred Fitness have established a program specifically designed to increase your strength in deadlifts, bench press and squats. Selected Purebred coaches will support you in setting and achieving a strength goal/s over this period (8 weeks) and will provide you with the resources and knowledge required to achieve improvements in your strength and practices that are sustainable to adopt in your training following the challenge. We will use appropriate exercise selection and safe progressions to ensure optimal results are achieved within the 8-week time period.

What are the benefits of Increased Strength?

- Improvement in health overall wellbeing;
- Allows you to move with ease and feel lighter with all your activities;
- Prevention of injury;
- Improved athletic performance;
- Reduced body fat;
- Increased bone density;
- Toughens joints, ligaments and tendons;
- Improved mental well-being;
- Makes you more resilient and robust in your day to day life;
- Confidence boost.



HOW DOES THE CHALLENGE WORK?

-  The 8 - week strength program will be delivered and run throughout our stronger classes where our experienced team of coaches will be able to help, instruct and encourage you.
-  At the start of each session you will go through a dynamic warm up to ensure all your muscles and joints are working cohesively and effectively. Once the warm up is complete you will focus on one of the specific lifts where you will begin mobilizing your target muscles and priming the joints up for heavier load. Once you have completed your strength component, you will then run through a hypertrophy phase. Hypertrophy phase is a series of exercises done with lighter weight and control but emphasises on a lot of volume which will help strengthen weak or lacking areas, improve muscle definition and tone the body up.
-  In order to make the most of this challenge, you will need to be able to make a stronger class on Monday, Tuesday and Wednesday (in either AM or PM) to complete your strength training.
In each of these stronger classes, there will be two coaches on, one specific for our general attendees and a separate coach for our stronger challenge participants. You are also asked to complete at least 1 conditioning class that we offer (*HIIT, Speed, Circuit or Shredded*) to keep excess body fat off and stay fit and functional which will also carry over to your heavy lifting.
-  There are 6 challenge sessions included that have been designed to increase strength and muscular endurance using a wide variety of exercises, reps, sets and tempos. In each of these workouts you will be progressively challenged to lift more weights through specific strongman movements. Throughout selected challenge sessions that are offered, we will have Graham McDonald of McDonald Strength Sports Preparation Solutions attending, a highly regarded Strength and Conditioning, Powerlifting and Strongman coach and competitor, who in conjunction with Purebred coaches, will support you in delivering optimum form, decreasing the risk of injury to negligible, and enhancing your strength development capabilities.

WHAT DOES THE STRENGTH CHALLENGE FOCUS ON?

The primary goal of this challenge is to improve your body's ability to generate or resist force. Throughout this 8-week strength programme you will target the three most important and technical lifts that are involved in powerlifting:

- Deadlifts
- Bench
- Squats

On each individual workout you will focus on one of the key movements mentioned above. Following the main strength movement you will then start on the hypertrophy phase. The hypertrophy phase is where you perform specific exercises that target the same muscle groups but now using a higher rep range with controlled tempo to isolate and exhaust the working muscles.

By completing a number of sets and reps using these crucial exercises the body is then continually forced to recruit as much muscle as possible and eventually adapts by building more muscle mass. This also places a lot of stress on your central nervous system, which in turn helps your body release higher doses of good hormones.

This challenge will encourage you to take a step outside of your comfort zone and help you find out your true strength potential - Courage over comfort!

WHAT'S INCLUDED IN THE CHALLENGE?

- 1 x Personal training session
- 1 x Strength training workshop
- 2 x Mobility sessions
- 2 x Body scans
- 3 x Exclusive Strongman workouts
- Food plan & Guidance
- Transformation photos
- Coaching and mentoring by qualified/experienced personal trainers
- Prizes for 1st and 2nd, both male and female will be awarded based on strength increase over the course of the 8 - weeks.
- Prizes for 1st and 2nd for both male and females will be awarded based on muscle increase shown on the inbody scan.



TO JOIN OUR 8 WEEK STRENGTH PROGRAM, BECOME A MEMBER OF PUREBRED FITNESS FOR \$57.95 PER WEEK WHICH ALLOWS ACCESS TO ALL OUR CLASSES.

No lock in contract for new members.

ONCE YOU ARE A MEMBER OF PUREBRED FITNESS AN ADDITIONAL ONE OFF PAYMENT OF \$320 WILL BE TAKEN TO PARTICIPATE IN THE CHALLENGE.

ALTERNATIVELY YOU CAN OPT FOR A PAYMENT PLAN OF 8 X \$40 ADDITIONAL PAYMENTS THAT WILL BE ADDED TO YOUR WEEKLY MEMBERSHIP FEE.

ABOVE PAYMENT OPTION IS ALSO AVAILABLE TO CURRENT MEMBERS.

IMPORTANT DATES

Challenge Begins - Saturday 22nd May

Challenge Ends - Monday 19th July

Challenge Introduction - Saturday 22nd May at 9:30am

Challenge sessions

Saturday 29th May at 9:15am located at Purebred fitness
(Strongman session)

Saturday 5th June at 9.15am located at Purebred Fitness
(Technique Workshop)

Tuesday 15th June at 6.30pm located at Purebred Fitness
(Mobility session)

Saturday 26th June at 9:15am located at Purebred fitness
(Strongman session)

Tuesday 6th July at 6:30pm located at Purebred fitness
(Mobility session)

Saturday 17th July at 9:15am located at Purebred fitness
(Strongman session)

Inbody scans + Photos

Monday 24th May at 4:30am - 7:30am

Monday 19th July at 4:30am - 7:30am

Presentation will be at Purebred fitness on Wednesday 21st July at 6:30pm



HOW DO I REGISTER AND WHAT'S NEXT?

Simply contact us today on 0400 396 002 to register for our Strength Program or email us at info@purebredfitness.com.au.

Alternatively, you can visit our website and register for the challenge there.

Purebred have an open-door policy, so we would love for you to drop-in anytime and say hello or complete a 7 Day Free Trial. Our friendly trainers and staff will happily show you around the training facility and answer any questions that you may have.

We are conveniently located at 1/16 Endeavour Road, Caringbah, NSW 2229.

Start the journey to a stronger you today!

