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ESPN2 to Present First-Ever Live Telecast of the CrossFit Games Finals July 28 ESPN3 to Carry 2013 Reebok CrossFit Games Live July 26-28

CrossFit, Inc. and ESPN announced today that ESPN2 will present the first-ever live telecast of the CrossFit® Games Finals from the StubHub Center in Carson, Calif., July 28 at 7 p.m. ET. The finals will also be available via [WatchESPN](#).

In addition, [ESPN3](#) — in its third consecutive year of CrossFit Games coverage — will present at least 30 hours of live action Friday, July 26 - Sunday, July 28. Each day, [ESPN3](#) will have at least nine hours of the key challenges, along with analysis, highlights and athlete interviews. For fans outside the U.S., ESPN International will be delivering the events through its online players by region and on the CrossFit Games website, located at <http://games.crossfit.com/>, which will also include extended coverage, features and information.

2013 Reebok CrossFit Games schedule:

Date	Time (ET)	Event	Networks	
Fri, July 26	12 p.m.	2013 Reebok CrossFit Games	ESPN3	Live
Sat, July 27	11 a.m.	2013 Reebok CrossFit Games	ESPN3	Live
Sun, July 28	11 a.m.	2013 Reebok CrossFit Games	ESPN3	Live
	7 p.m.	2013 Reebok CrossFit Games Finals	ESPN2, WatchESPN	Live

“Showcasing the 2013 Reebok CrossFit Games across ESPN platforms is a great way to serve CrossFit’s loyal and growing fanbase,” said Todd Myers, ESPN director, programming & acquisitions. “We’ve seen CrossFit Games athletes continue to push the limits of athletic performance through this thriving sport and are proud to provide the channel through which fans will be able to access live action.”

Steve Weiss, Corporate Development for CrossFit, Inc., said, “We’re looking forward to the first live telecast of the CrossFit Games Finals on top of our extensive daily web coverage to showcase the event as the ultimate proving grounds for the fittest athletes on Earth. We are excited to have a partner like ESPN to cover the 2013 Reebok CrossFit Games.”

The CrossFit Games are an annual fitness competition where male and female athletes compete to be named the Fittest on Earth™. CrossFit Games competitors generally do not know the nature, duration, number, frequency or timing of the workouts they will be required to complete during the competition until shortly before each event begins. The constantly varied workouts are designed to test a competitor’s general physical preparedness, including strength, speed, agility and endurance, through a combination of Olympic lifts, gymnastics movements, climbing ropes, powerlifting, running and more.

The CrossFit Games are the final stage of a season-long competition that started with nearly 140,000 competitors and designed to determine the world’s fittest male and female athletes through a wide variety of athletic challenges. The finalists previously had to advance through online quarterfinal and regional semi-final competitions to earn the right to compete at the Games. This year marks the seventh annual CrossFit Games and the third year in which Reebok is the title sponsor. Learn more about the [CrossFit Games](#) and [CrossFit, Inc.](#)

About CrossFit

CrossFit Inc. is the developer and provider of the CrossFit® strength and conditioning program and a recognized worldwide leader in functional fitness. Founded by Greg Glassman and built on the foundations of constantly varied, high-intensity functional movements, education and collaborative competition, CrossFit-brand workouts develop strength and fitness while cultivating community and camaraderie in each of the more than 7,000 affiliated gyms in its global network. CrossFit Inc. is a leading accredited certificate issuer for physical-training professionals worldwide and offers specialty certificate programs in addition to its core curriculum. CrossFit Inc. publishes the CrossFit Journal, promotes physical and cognitive health and fitness through the CrossFit Kids Foundation, and created and operates the CrossFit Games, an annual competition where elite athletes compete to be named the Fittest on Earth. To learn more, visit crossfit.com, games.crossfit.com, facebook.com/CrossFit or youtube.com/user/CrossFitHQ.

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