



**Operation Phoenix**  
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**CrossFit**

## **Operation Phoenix Corporate Sponsorship Program Impacting the U.S. Marine Corps' Combat Preparedness and Unit Camaraderie**

"The constantly varied and high intensity aspects of CrossFit provide devotees with a mental rigor, mental armor if you will, beyond the physical benefits normally associated with a fitness program. CrossFit is to me a way of life in much the same manner as how I view being a Marine, which is one of the many reasons why CrossFit and the Marine Corps are such a perfect fit. A CrossFit-trained Marine is one who is properly prepared both physically and mentally for the rigors of combat."

*LtCol Dan Wilson U.S. Marines — Founder of CrossFit Camp Pendleton and recent Commanding Officer of Infantry Training Battalion, Camp Pendleton, California – currently a Student at the National War College, Washington D.C.*

"If I can even make a marginal difference in one of our men successfully completing the mission, or coming home alive, then I'm happy. I wouldn't trade more Olympic medals or eight-figure contracts for bringing one more kid home in one piece."

*Greg Glassman, Founder and CEO of CrossFit, Inc.*

### **What is Operation Phoenix?**

Operation Phoenix is a CrossFit initiative that will raise the necessary funds to equip the entire United States Marine Corps with functional fitness equipment to increase combat preparedness, reduce injury, and strengthen unit cohesion. This will be accomplished through non-profit sales, corporate sponsorships, and individual donations.

With 202,000 Marines, the scope of the project must be broad and the support must be steadfast. The projected cost of this endeavor has been set at \$20 million. Through non-profit operations we will reach this goal. Every penny raised will go directly to "America's Fighting Force," the USMC.

### **What is the History of Operation Phoenix?**

Almost a decade ago, Greg and Lauren Glassman, owners and founders of CrossFit, Inc., began their mission to 'Forge Elite Fitness' in a small, garage-like space in Santa Cruz, California. This small space witnessed a small neighborhood of local athletes, service members, policemen, firefighters, mothers, fathers, and friends grow into a community of momentous proportions. Today, the CrossFit Program has exploded into extraordinary magnitude in all walks and climbs, both nationally and internationally. To give more quantifiable measures, there are currently more than 750 CrossFit-affiliated gyms worldwide.

The Glassmans' patriotism spawned the idea of donating the original equipment from CrossFit's birthplace to the U.S. Marine Corps. This single action launched Operation Phoenix.

On March 19, 2008, ten Marines, led by LtCol Dan Wilson, descended on CrossFit Santa Cruz for Phase I of Operation Phoenix. Together, the Marines completed one last symbolic workout before loading the entire contents of the gym into a tractor-trailer. Bystanders, consisting of CrossFit Santa Cruz veterans, stood tearful as their sentimental gear was passed on to its new owners.

The next morning back at Camp Pendleton, California, a larger force of Marines unloaded the tractor-trailer into what has become known as "The Warehouse." The Marines conducted an inaugural workout, and CrossFit Camp Pendleton was born. ([www.crossfitwarehouse.com](http://www.crossfitwarehouse.com)).

Video: [Operation Phoenix — Part I](#)

Video: [Operation Phoenix — Part II](#)

Video: [Operation Phoenix — Part III](#)

### **What is CrossFit?**

CrossFit is the principal strength and conditioning program for many police academies and tactical operations teams, firefighters, Marines ([www.marinecorpstimes.com/news/2008/06/marine\\_crossfit\\_062208w/](http://www.marinecorpstimes.com/news/2008/06/marine_crossfit_062208w/)), Navy SEALs, military special operations units, champion martial artists, and hundreds of other elite and professional athletes worldwide.

CrossFit delivers a fitness that is, by design, broad, general, and inclusive. Our specialty is in not specializing. Combat, survival, and life reward this kind of fitness and, on average, punish the specialist.

PDF Article: [What Is CrossFit?](#)

PDF Article: [What Is Fitness?](#)

### **Why Help?**

Your help in support of Operation Phoenix not only increases Marines' fitness levels and fosters Marine Corps' camaraderie, but positions corporate sponsors for networking, PR, and advertising opportunities within the CrossFit community. Additionally, you will find satisfaction in meeting and/or reconnecting with Marines all over the world. According to Coach Greg Glassman, the Corps has been the branch of the military to most rapidly adopt CrossFit into its fitness program. There is a CrossFit gym on or near practically every Marine Corps base in the country, and even one serving troops based in Okinawa, Japan. This is a chance to become a large part.

To put into perspective the population size Corporate Sponsors will be reaching, CrossFit.com sees over 3 million unique computer visits per month. (Many of these computers are shared by several Marines and service members throughout a given day.) Furthermore, CrossFit.com pushes over 50 Terabytes of data per month, with an average time per site visit spanning just over 12 minutes. The community is enormous, and this is your market.

### **Ways To Help:**

1. Sponsor a specific marine unit.
  - Sponsors will receive logo/link on Operation Phoenix website
  - Promotions in the form of news articles and videos
  - Ceremony for presentation of equipment with respective Marine unit
2. Make an online donation at [www.operationphoenix.com](http://www.operationphoenix.com).
3. Send a check donation to 93 S Jackson Street, #19310 Seattle, WA 98104-2818.
4. Make an equipment donation (applies only to equipment manufacturers and distributors).
5. For more ways to help, contact Operation Phoenix at [donorsupport@operationphoenix.com](mailto:donorsupport@operationphoenix.com).

### **Have questions? Need more information?**

Contact us at [donorsupport@operationphoenix.com](mailto:donorsupport@operationphoenix.com) or visit our web site at [www.operationphoenix.com](http://www.operationphoenix.com).

## **Operation Phoenix Appreciates Your Support. Semper Fi.**

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