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Winner of Three  
2005 Keystone Award

## New CrossFit gym in Mt. Airy offers money-back guarantee

by JIMMY J. PACK JR.



As a fitness buff himself, the former U.S. Marine is a good role model for his customers. (Photos by Jimmy J. Pack Jr.)

Jason C. Brown, has made a lifelong dream come true by opening his new gym, CrossFit Philly, at 7224 Germantown Ave. (entrance on Nippon Street.) with his gym-partner, Pamela MacElree. But this isn't your ordinary gym. You won't find people sweating to the oldies on elliptical trainers with iPods plugged into their heads, nor will you find treadmills or any type of machine that holds piles of cold iron weights. CrossFit Philly focuses on bodyweight exercise and a unique style of weight lifting.

"We combine bodyweight exercise with traditional weightlifting movements as well as medicine ball work, Russian kettlebells and gymnastic rings," says Brown, 32, a former Hiller who now lives with his wife in Roslyn.

"We'll use any training tool available that enhances the performance of our clients and athletes. We have a saying at CrossFit, 'The magic is in the movements, but the art is in the mixing.'

"Our programs are based on constantly varied, if not random, functional movement carried out at high intensity. This provides a very broad adaptation (stronger, more enduring, more powerful) within the body and helps prepare our athletes for a greater number of activities."

Simply put, Brown and MacElree will focus on exercise and workout routines



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that will help their clients' specific needs, so they will either work one-on-one with clients or, if you're more daring, you can join one of their bootcamps. Brown explains the difference between the two:

“One-on-one training allows us to work on special needs of our athletes, who may be working around an injury or have a very specific goal that needs more attention and fine-tuning. I would also recommend one-on-one training to individuals just starting an exercise routine; this provides the most efficient and effective use of time.

“The personalized attention allows me to dissect their movement and goals while the bootcamps provide a very time efficient and exciting workout.

“Bootcamps take on a life of their own.

A group dynamic develops, and people push one another much further in training than they would on their own. People laugh, goad and generally have a great time. Of course while they're struggling through their last sets of push-ups or lunges, time flies. Forty-five minutes pass, and everyone gets an incredible workout even realizing it. “

Brown, who spent his late teens/early 20s in the U. S. Marines, has been a permanent fixture in the Chestnut Hill area. Having worked at a couple area gyms over the span of almost 10 years, Brown has built a long client list; his bootcamps have become quite popular.

CrossFit Philly can also help organize a healthy diet for clients. Brown has his B.S. in Kinesiology from Temple University, as well as a degree in massage therapy. But of all the services and guarantees CrossFit Philly offers, it's the 100% money back guarantee that makes this place worth your time — and your health.

“We have clients sign a contract,” says Brown. “We offer a 100% money back guarantee provided they hold up their end of the contract; it's a two-way street. This includes our nutrition and exercise programs. We're so confident in our approach that we're willing to offer that guarantee.”

But why is CrossFit Philly so sure of their program?

“Because I have seen the results time and time again,” says Brown. “I can't be with my clients all day long. Remember, the guarantee works both ways.



CrossFit is the only gym in the immediate area that offers a money-back guarantee.

I have my obligations, and my clients have theirs. If they hold up their end of the bargain, results will follow, guaranteed.”

For more information on CrossFit Philly, visit [www.crossfitphilly.com/Home.html](http://www.crossfitphilly.com/Home.html) or call Jason Brown or Pamela MacElree at 215-248-2130.