

# **MEDIA ALERT / REQUEST FOR COVERAGE**

## **Innovative Gym, Where “Everyone Knows Your Name,” Opens Jan. 17 with D-Backs Closer Addison Reed**

### **FieldFit, Owned and Staffed by Former Pro Athletes, Delivers Intensive, 30-Minute Workouts in a Close-Knit Environment**

**SCOTTSDALE, Ariz., Jan. 15, 2015** – [FieldFit](#), a new fitness center geared toward time-starved Arizonans, hosts its Grand Opening, **10 a.m. – 4 p.m. Jan. 17, 2015**, at **Paradise Plaza, 4848 E. Cactus Road, Scottsdale**. Arizona Diamondbacks closer Addison Reed will sign autographs from 10 a.m. – 1 p.m.

The brainchild of Scottsdale resident and former pro baseball player Ryan Buch, FieldFit features a nine-station, 30-minute workout guided by professional athletes-turned-trainers, and geared toward maximum benefit with low risk of injury. During the grand opening, a portion of first months’ dues will benefit [Future for Kids](#), a Scottsdale nonprofit that mentors area youths in sports, academics and character-building.

Come speak with a local athlete/entrepreneur on his plans to shake-up the local fitness scene with a bold concept combining speed, results and an atmosphere conducive to lasting friendships. Grand Opening is also a great opportunity to check out the newest design from acclaimed gym architect Cuoco Black, and catch up with a D-Backs star during the off-season as he greets smiling fans.

**Who:** Ryan Buch, former pro baseball pitcher-turned-entrepreneur, and current Diamondbacks closer Addison Reed

**What:** Grand Opening celebration for FieldFit, with gym tours, autographs, and healthy refreshments

**When:** Saturday, Jan. 17, 2015, 10 a.m. – 4 p.m.  
Addison Reed greets fans: 10 a.m. – 1 p.m.

**Where:** FieldFit, Paradise Plaza, 4848 E. Cactus Road, Scottsdale, AZ  
623-218-7181

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