



For Immediate Release

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Barbells For Bullies, ABMAT partner for “Sit Ups For Pups” - A free challenge to raise awareness for shelter dogs



ATLANTA (February 25, 2020) – Barbells For Bullies, a 501c3 non-profit that hosts fitness competitions around the U.S. announced a new initiative with ABMAT that will run for the entire month of March. Dubbed “Sit Ups For Pups” the challenge is open to everyone, and the goal is to accumulate 1.2 million sit ups as a community to raise awareness regarding an alarming statistic: an estimated 1.2 million dogs are euthanized annually in the US due to shelter overpopulation.

“The whole point of this endeavor is to exemplify our mission of fostering a fit community that rallies around rescue and utilizes fitness as a method of engagement and awareness. We want to start conversations and engage people, i.e. ‘hey, why are we trying to do a million sit ups?’ ‘Because that’s how many dogs are killed every year in shelters.’ We’re hoping people will hear that and get in the fight, start to volunteer, advocate, educate, adopt, and do whatever else they can,” Barbells For Bullies’ founder, Alex Castiglione stated on their website.

The challenge costs absolutely nothing to enter and is open to everyone; CrossFitters, garage athletes, globo-gym goers, or anybody that wants to get involved. Those interested in participating just need to go to the Barbells For Bullies website and follow the instructions to download an easy-to-use Google Sheet.

But what would a challenge be without some incentives? The gyms that put up the most reps will earn a stack of exclusive ABMATs that are not for sale anywhere; and the same goes for the top individuals (pictured right).



“Within our small organization, we have a lot of mantras and tropes. One of them is ‘don’t talk about it, be about it.’ Which is why we personally foster urgent dogs, volunteer, go to shelter events and fundraisers and in this case; Lindsay [co-founder and Alex’s wife] and I will be kicking off the challenge with 500 ABMAT sit-ups for time on March 1st,” Castiglione commented.

“And one of the things that made me fall in love with CrossFit when I started 8 years ago was the community, and that love remains. We were inundated with questions on how gyms can do more, so we opened up a peer-to-peer element as well. All of the info is up on the website, and as always, people can reach out for more info if they need it,” Castiglione continued.

Further information as well as how you can sign up, gym ideas, and statistics are available [HERE](#).

Barbells For Bullies® is a 100% volunteer run 501(c)3 non-profit that hosts CrossFit, weightlifting, strongman, and powerlifting events all over the US, and donates all net proceeds from these events to help local animal rescues and advocacy groups. Founded by a husband and wife with a bunch of rescue pups, Barbells for Bullies is on a mission to help As Many Rescues As Possible®.

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