

*BFS Feature Story*

# *THE ALL NEW RUSSELLVILLE HIGH SCHOOL CYCLONE ARENA*

*This new multi-sport, multi-use arena brings a point of pride to Russellville High School.*



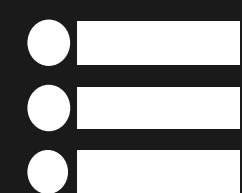
Commercial gyms have been increasing in record numbers in the United States, and in an attempt to expand their market these gyms often offer youth programs. Programs not only designed to train athletes, but also physical fitness programs. Russellville High School has an

answer to this challenge: **Build a better weight room!**

Russellville High School is a comprehensive public high school, serving grades 10 through 12, established in 1893 that serves the community of


Russellville, Arkansas. It has two feeder schools, Russellville Junior High School and Russellville Middle School.

The Russellville Crimson Cyclones compete in the 6A classification, which is the second largest





in the state, and have won 40 state championships. To continue their athletic excellence, the school enlisted the help of veteran BFS Clinician Jim Brown to help them build a championship weight room.

The Cyclone weight room is customized in Cyclone red and black, and the platforms proudly display the Cyclone logo. The facility was designed and completed on time and within the school's budget. As you will see by these great photos of heavy duty BFS equipment, there is no reason for students to see outside sources for strength and conditioning. The Cyclone weight room has it all! 



**The Cyclone Arena serves both boys and girls sports with facilities for training and for gameday!**



Right: BFS Coach Jim Brown works with the Cyclone's boys basketball team. Left: BFS is proud to work with such committed individuals as (L-R) Derek Phillips assistant boys varsity basketball, BFS Coach Jim Brown, Matt Hall varsity basketball ball coach, Sherry White varsity girls basketball coach, and Athletic Director Johnny Johnson

## ***BFS EXPERIENCE MAKES THE DIFFERENCE***

***BFS Clinician Jim Brown had all the answers when decisions on equipment and program implementation were needed in this 11.5 million dollar facility.***

In a project this size the administration and coaches all have to come together to get not only the best possible equipment but the best possible value.

BFS Clinician Jim Brown answered every demand

with "Made in America" equipment. By drawing on his exceptional experience with strength and conditioning for young athletes Coach Brown designed this room on time and within the budget.

Working the BFS production team the entire Cyclone weight room is customized in Cyclone Red and Black. Adding the Cyclone logo to every rack and platform combo is a sure bet to inspire school pride all the teams training here!

The Cyclone Arena is a multi purpose facility covering basketball, volleyball, boys and girls sports and more. While this project might have

been a daunting prospect for some, Coach Brown has the equipment, tools, knowledge and experience to cover all the bases.

Implementing the BFS Total Program is a tried and true solution he has used to championship success in numerous schools in the states of Arkansas, Mississippi, Texas and more. For BFS, Concept to Completion doesn't end when the weight room is installed. By combining coaching and program with a purpose built weight room the Cyclones have every advantage and look forward to years of success. ▶