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FOR IMMEDIATE RELEASE

**Crosscore, Inc. announces *Practical Training Tactical Action* DVD Release featuring Rotational Bodyweight Training™ and Kettlebell training led by Mark Toomey, Senior RKC Instructor**

**DUARTE, CA — August 8, 2011 —**

CrossCore, Inc. and Mark Toomey have teamed up to produce a unique DVD targeted toward the “tactical athlete.” Unlike many other products that try and replicate the actions of a police officer or firefighter - *Practical Training, Tactical Action* - presents a deceptively simple, yet highly effective series of exercises that keep an operator prepared to handle physical stress that each day brings.

Every day, police officers, firefighters, first responders and members of the military put their safety and lives on the line. How these brave individuals prepare for the rigors of their chosen professions can make the difference in injury prevention and overall performance.

*Practical Training, Tactical Action* showcases Basic Exercise for Advanced Practitioners. Featuring Mark Toomey, NSCA CSCS, and a Senior RKC Instructor, this new DVD demonstrates how simple kettlebell techniques like the swing, get up and squat can turn back the odometer on a high mileage body and prevent injury.

Combining Rotational Bodyweight Training™ on the CrossCore180® with kettlebell drills, a complete, integrated fitness program can be replicated in a variety of environments, whether it is a barracks, station house, or simply in the field.

“Working with Mark has been great to show how important Rotational Bodyweight Training™ can be for the thousands of first responders and military operators all around the country and the world. He has been instrumental in our goal to create a strong DVD showing how basic exercises are intertwined with tactical movements,” said J.P. Brice – Vice President and Co-Founder of CrossCore, Inc.

*Practical Training, Tactical Action* will be on sale at the IDEA Fit World Expo from August 12<sup>th</sup> -14<sup>th</sup> at the Los Angeles Convention Center, and can be purchased at [www.crosscore-usa.com](http://www.crosscore-usa.com)

CrossCore, Inc. is a manufacturer of advanced "Rotational Bodyweight Training" products and accessories. Its one-of-a-kind patent pending pulley systems add rotational movements to continuously engage the core and the entire body to create highly effective training techniques. Additionally, Crosscore products offer high versatility in fitness training with the addition of accessories including modular training racks and attachment straps for kettlebells, gymnastic rings, and sandbags to deliver peak conditioning opportunities. CrossCore allows all levels and ages of users- fitness enthusiasts, sports performance athletes, military personnel, mixed martial artists and more- to safely challenge themselves and to actively grow their fitness goals. CrossCore's rotate to engage products are distributed in the U.S. and Internationally.

For more information please go to [www.crosscore-usa.com](http://www.crosscore-usa.com) or contact Jay Wilson at [www.jay@crosscore-usa.com](mailto:www.jay@crosscore-usa.com)