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ISSUE #2

MAY 2025

HITATHLETIC



DEKA
STRONG
AT
HITATHLETIC

MAY 17TH, 2025
DEKA STRONG AND DEKA STRONG TEAM
1 P.M. START TIME

7797 BURNET RD
AUSTIN, TX 78757

*ASK ABOUT VOLUNTEERING OPPORTUNITIES!

Fuel Your Fire, Find Your Strength

— MONTHLY NEWSLETTER —

Fitness isn't just about the work you

We're also gearing up for some exciting

put in — it's about who you become along the way.

Our gym is more than a place to lift weights or break a sweat. It's a **community** built on strength, support, and shared goals, where every member's journey matters.

This past month, we've seen **incredible progress** — from members smashing personal records to first-time class-goers joining us, and athletes pushing their limits in the weight room, on the turf, and in the cages.

events and programs, so **stay tuned for details** on upcoming challenges, community gatherings, and more ways to get involved.

That's why we're excited to bring you this newsletter: to **celebrate those journeys**, spotlight the progress you're making, share inspiration, and **keep you connected** to everything happening in and around the gym.

Enjoy this month's newsletter — we're so glad you're part of our gym family!

HIT Updates

THE LATEST AT HIT ATHLETIC

DEKA STRONG + DEKA STRONG TEAM:

DEKA STRONG is coming to HIT! This fitness challenge features 10 zones to test your strength and endurance - compete solo or with a teammate in DEKA STRONG TEAM. All fitness level are encourage to join us and try it out! The event starts at 1 P.M. on May 17th, 2025.

Summer Camps:

Youth Summer Camps are here! Each week in June, athletes ages 9-16 can train in Speed, Strength and Weightlifting Foundations — with a new focus each week to build power, skill, and confidence.

*See Kid's Corner below for more info!

Mother's Day Workout:

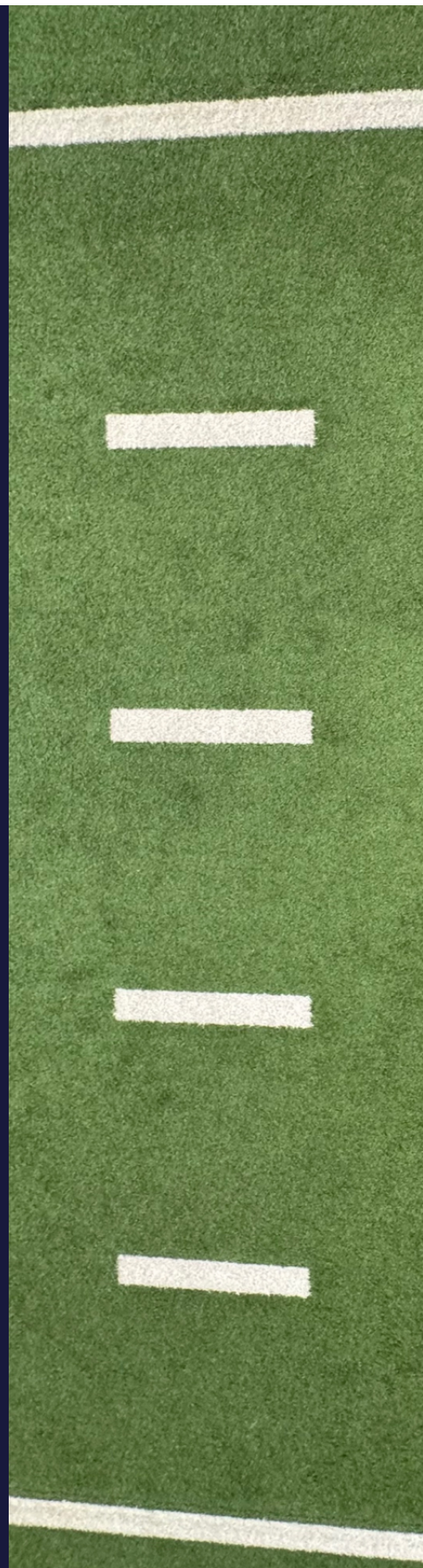
Join us Saturday, May 10th for a special 1-hour turf class led by Coach Joey — then stick around for mimosas and treats as we celebrate all the strong moms in our community! Reserve your spot in the HIT Mindbody app as soon as May 5th.

MURPH Memorial Day Challenge:

A hero workout to honor Lt. Michael P. Murphy and all who've served: a 1-mile run, 100 pull-ups, 200 push-ups, 300 air squats, and finish with another 1-mile run. All are welcome to take on the challenge with us. Let's sweat with a purpose. Register today and be sure to put HIT as your host location.

Ronald McDonald House Charity Event:

We're hosting a donation-based class to benefit **Ronald McDonald House Charities**. Bring your energy, invite a friend, and give what you can — every donation supports families staying close during medical care.





Member of the Month

SHOUTING OUT OUR AMAZING MEMBERS.

Meet our May Member of the Month, Drew Boettcher!

Drew brings a friendly vibe to the gym every time he walks in. Whether he's lifting in the weight room or chatting with fellow members, his positive energy is contagious. A dad of three, he manages to juggle family, business, and fitness like a pro — all while keeping a smile on his face and humor in every conversation.

Drew is a shining example of consistency, and we're lucky to have him in the HIT community!



Kid's Corner

NEWS AND UPDATES FOR THE GYM'S FUTURE ALL-STARS.

This summer, we're offering a series of

What's Up ATX?

BRINGING YOU CLOSER TO WHAT'S HAPPENING LOCALLY.

Pecan Street Spring Arts Festival at Hill Country Galleria

May 3-4, 2025

Austin Record Convention at Palmers Events Center

May 3-4, 2025

HEB Austin Sunshine Run at Auditorium Shores

May 4, 2025

Austin Fashion Week at the Domain

May 8-10, 2025

exciting youth camps to help young athletes build strength, speed, and confidence. In June and July, we'll be running camps Monday through Thursday from 1 PM to 4 PM, and there's something for every level:

- **Youth Speed + Strength Camp (9 - 12yr olds)**
Weeks: June 2, June 16, June 30, July 14

HIT Coaches will teach young athletes speed and strength drills to maximize athletic performance. Each day of camp will cover different facets that include:

- mobility
- speed technique
- agility + quickness drills
- strength and conditioning
- games

- **Speed + Weightlifting Foundations (13-16yr olds)**
Weeks: June 9, June 23, July 7

Learn foundational speed and weightlifting skills to help your athlete perform at the highest level in high school and beyond. Each day will include key instruction on:

- mobility
- speed technique
- agility + quickness drills
- movement patterns squat, lunge, hinge, push, pull, rotate, and carry
- weightlifting techniques for exercises that support these movement patterns

At just \$99 per week, it's a fantastic way for your kids to stay active, improve their athleticism, and have a blast this summer. Ask about multi-child discounts for siblings when signing up! Spots are limited, so make sure to reserve your child's spot soon!

Austin Affordable Arts Fair at Palmer

Events Center

May 15-18, 2025

Paramount Summer Classic Film Series at

The Paramount Theatre

May 22-TBD, 2025

CapTex Triathlon at Lady Bird Lake

May 26, 2025

Biohacking Conference at Fairmont Austin

May 28-30, 2025



Coach's Playbook

PRO-LEVEL ADVICE TO HELP YOU CRUSH
YOUR GOALS

“Sherrington's law of irradiation, suggests that when a muscle contracts forcefully, it can recruit nearby muscles to assist, thus amplifying the overall strength and improving movement patterns.

Grip the earth with your toes,
Lift your arches, let strength compose.

Contract your calves, feel the power rise,
A slight bend in the knee, let it fly.

Turn your heels in, ignite the fire,
Light up hamstrings, reach ever higher.

Lift your quads off the knee, embracing bones
Tuck your pelvis, let your strength fulfill.

Squeeze your glutes, a sturdy base,
Stretch your torso, find grace.

Tuck in your ribs, a gentle embrace,
Stack your vertebrae, find your place.

Grow tall in your spine, let confidence soar,
Bring shoulders together, open the door.

Create space in your chest, collar spread
Tuck in your chin, let spirit wing.

Lift through your crown,
Welcome to standing. “

Chris Gavin

Yoga & Turf Coach



This Month's Blog Post

Train Hard, Recover Right: Why Recovery is Important

We've all been there, you crushed a workout, felt amazing... and then the soreness hits like a truck the next day.

Maybe your legs are too stiff to handle stairs, or your arms protest every time you reach for something. It's tempting to skip today's workout entirely, but there's a smarter way to train: a way that balances how you treat your body in the gym with how you fuel it.

[Read More](#)

Get to Know a HIT

Team Member

GET FAMILIAR WITH THE FRIENDLY FACES
YOU SEE EVERYDAY AT HIT!



Say hello to Maggie, the amazing energy behind our Kids Club!

Maggie brings sunshine and enthusiasm to our gym every day, making the Kids Club a place where children can't wait to return. Her positive attitude and team-player mentality have made her an invaluable member of our staff.

Quick Facts About Maggie:

- Currently graduating from Vandegrift High School 🎓
- Pursuing nursing in college this fall (future healthcare hero!)
- Can often be spotted with her favorite snack - Kit Kats 🍫
- Her signature color? Pink, of course! 💕

Maggie's dedication to our youngest gym members shows in everything she does, from creative activities to ensuring each child feels welcome and included. Her natural talent for making connections with kids makes her perfect for her role.

We're incredibly proud of Maggie as she takes this exciting next step toward nursing school. While we'll miss her boundless energy when that time comes, we know she'll bring the same compassion and enthusiasm to her future patients!

"I love HIT because of all the amazing people. Not only the people I get to work with, but the parents and kids I get to see too!"

Everyone at HIT is kind and supportive, I am so grateful to get the opportunity to work here."

Maggie Cartwright

Kid's Club

THORNE Supplements

NOW OFFERING THORNE SUPPLEMENTS AT HIT ATHLETIC!

We're excited to offer Thorne supplements—trusted by top athletes and health professionals—for **15% below retail price exclusively for HIT Athletic members.**

Thorne is known for its high-quality, science-backed formulas and rigorous third-party testing. Many of their products are NSF Certified for Sport®, ensuring they meet the



We currently carry the following supplements at HIT:

- Creatine
- Men's Multi

highest standards for safety and purity.
Support your performance, recovery, and
overall wellness with supplements you can
trust.

- Women's Multi
- Basic B Complex
- Amino Complex
- Iron Bisglycinate
- Daily Electrolytes

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HITATHLETIC

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