



KETTLEBELLS CAN TAKE ANY PROFESSIONAL ATHLETE TO THE NEXT LEVEL

R Kettlebell EVOLUTION

Russian weightlifting
technique works areas
that machines don't

By Terry L. Wilson

There's a new workout regime in town, and according to fitness instructor Sarah Lurie, it's time for La Jolla to come to grips with the Kettlebell revolution. This unique exercise program originated in Russia, where they use a cast-iron weight resembling a cannonball with a handle instead of barbells and cardio machines.

"Every exercise we do utilizes your core muscles, which are absolutely essential for maintaining good health," Lurie said. "Core muscles are everything but your arms and your legs which doesn't get a workout by using a machine. Swinging a Kettlebell is much more effective than working out with



machines and traditional weights."

A former body-building competitor and certified personal trainer sanctioned by the National Academy of Sports Medicine, Lurie had an extensive background in weightlifting before switching to Kettlebell training.

"I did traditional weight training for more than 10 years," said the 5-foot-6-inch athlete and owner of Iron Core strength and conditioning studio. "I experienced a lot of neck and shoulder pain while lifting. I also suffered a debilitating injury while doing a leg press that sidelined me for a year. I quickly found that working with Kettlebells helped me overcome this and enabled me to get back into my fitness routine."

Kettlebell training is done on martial arts-style padded mats in bare feet. Standing legs apart, using carefully choreographed moves, workouts consist of swinging the iron weight,

doing snatches, clean-and-jerks and hip thrusts. The program mimics everyday movements such as picking up grocery bags, gardening or even flipping a mattress.

"This isn't the kind of environment one will find in a local health club or gym," Lurie said. "There are no mirrors and no ego trips here. It's a strong mind-to-muscle connection that provides amazing results in very little time."

Lurie herself is a lean, mean Kettlebell machine and is training to compete in the Girevoy Sport Competition, a Kettlebell strength tournament that puts to task every aspect of the sport's physical philosophy.

In addition to a traditional Russian workout, Iron Core also offers classes in Chi Gong, an ancient form of yoga that teaches mastery through the development of breathing skills.

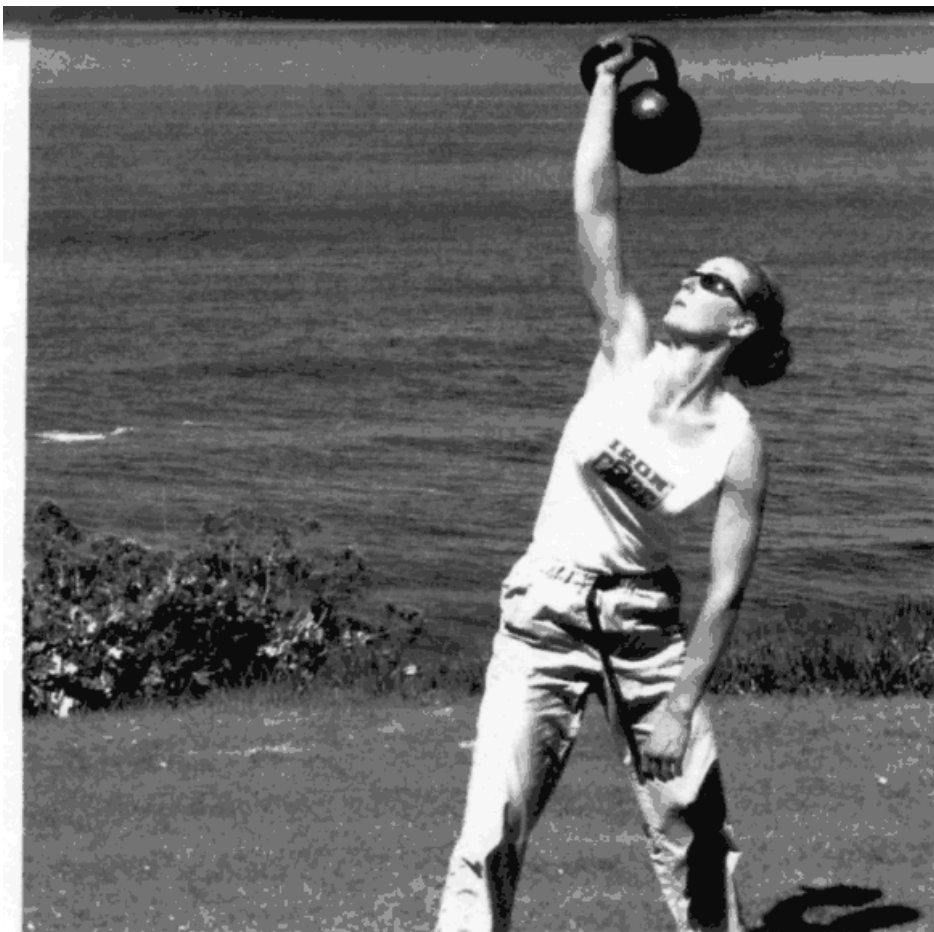
Kung Fu Full Contact champion Steve Cotter brings his martial arts expertise to the Iron Core training table, teaching Chi Gong in addition to cutting-edge instruction using Kettlebells for strength and conditioning. According to Cotter, Kettlebells can take any professional athlete to the next level of training.

"Chi Gong is the perfect balance to the hard-edged intensity workout that you get in Kettlebell training," Lurie said. "We also have a program for the 55-and-over crowd. In this

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IRON CORE is located at 5726 La Jolla Blvd., Suite 106. Sessions range from \$110 to \$200 per session. For details, call (858) 551-2673.



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class, you will improve power and strength while becoming more flexible and younger. Kettlebell training is for anyone of any age."

Kirsten Cummings is another Iron Core certified instructor. Cummings played pro basketball for teams in Europe, Japan, Israel and the United States. Now retired from professional competition, Cummings coaches women's basketball at Grossmont College in addition to her Kettlebell sessions for Iron Core.

For proof that Iron Core training is the real deal when it comes to adding raw strength to one's training repertoire, just ask instructor Brett Jones to bend a nail or two for you.

JONES TAKES A "RED" NAIL, ONE OF THE HARDEST NAILS PRODUCED, AND USING HIS BARE HANDS, BENDS IT INTO A HORSESHOE-SHAPED CONFIGURATION.

Jones' training philosophy focuses on the application of effort to basic body movement that increases a person's ability to produce force and tension. To demonstrate this principle, Jones takes a "red" nail, one of the hardest nails produced, and using his bare hands, bends it into a horseshoe-shaped configuration.

The décor of the Bird Rock facility echoes the no-nonsense attitude that Lurie and the other trainers take when it comes to their workouts. Iron Core's atmosphere is industrial and edgy. Void of mirrors, fluorescent lights or television, there are no treadmills or cycling machines, but you will find a vast array of Kettlebells, ranging in weight from 9 to 88 pounds.

"Iron Core is the only facility west of the Mississippi dedicated exclusively to Kettlebell training," Lurie said. "I realize that there are probably more personal trainers in La Jolla alone than there are Kettlebell instructors throughout the world, but I feel that this is really the right time to bring this great form of exercise to the forefront. We are very results-oriented. All of our sessions are supervised by a certified instructor who will help you to achieve all of your fitness goals."

Iron Core's one-on-one sessions range from \$110 to \$200 per hour. Iron Core is located at 5726 La Jolla Blvd., Suite 106, across from Bully's restaurant. For additional information, call (858) 551-2673 or visit www.ironcorelajolla.com.

