

FK.UK (<http://www.FuncKey.co.uk>) is very pleased to announce a media partnership with Leisure Industry Week (<http://www.liw.co.uk>).

Founded in 2007, FK.UK is an umbrella organisation dedicated to increasing knowledge and awareness of functional fitness in the UK.

FK.UK Director of Operations Stephen Hollingdale explains: “This partnership with the prestigious Leisure Industry Week is a fantastic opportunity for us to help bring the benefits of functional training to the fitness industry. We look forward to building bridges between the mainstream fitness industry and the multitude of functional fitness related gyms, coaches and trainees out there.

This unprecedented link will bring many advantages and opportunities on both sides. We hope this is just the beginning of our association with the LIW and look forward to greater participation in future events, particularly in terms of facilitating education and learning on functional fitness”.

FK.UK also looks to forge links between like-minded people within different areas of functional fitness, such as gymnastics, parkour, kettlebells, fight conditioning, olympic weightlifting, powerlifting and strongman - and to spread the benefits of these activities.

It is a diverse community of people brought together by a passion for functional fitness, each with unique backgrounds and perspectives to offer, facilitating access to expert knowledge and quality resources on functional fitness and related topics.

LIW Event Manager, Jonathan Monks adds: “I’m delighted to work in partnership with such a dynamic organisation to ensure that the show continues to evolve with the industry and engage with stakeholders from within the functional fitness community”.