

**Webster's Fitness Products
Is Proud To Announce
That Our Supplier Matrix Fitness
Is Partnering With
Strength And Conditioning Mogul Boyd Epley**



LAURA INNS/The World-Herald

COTTAGE GROVE, Wis. (September 8, 2020) - Matrix Fitness announced a new partnership today with Boyd Epley, the trailblazer for modern strength and conditioning and recently retired Assistant Athletic Director for Strength and Conditioning at the University of Nebraska.

Epley joins the US Matrix team after an award-winning career as the first paid strength and conditioning coach in collegiate athletics. During a decorated 50+ year-career in the field, he pioneered the "Husker Power" Strength and Conditioning Program for Sports Performance at the University of Nebraska, setting the gold standard for other universities to follow and positively impacting millions of athletes as a result. Epley also founded the National Strength and Conditioning Association, which has certified over 60,000 strength coaches.

"I am very pleased to welcome Boyd Epley onto our team as a Matrix Brand Ambassador, and I see this partnership as a proud moment for our company," said Kent Stevens, Executive Vice President of Commercial Sales for Matrix Fitness. "Boyd thinks big and has always been committed to helping others be great. Our missions align, making this relationship a perfect match."

In retirement, Epley's legacy as The Godfather of Strength & Conditioning lives on as he continues to dedicate time to athletes and their improved performance, develop big ideas and create partnerships to innovate accordingly.

"Matrix has great potential for growth in the [performance training] market," said Epley. "I think we can make a huge impact with this partnership by taking advantage of the things I've learned in my 50+ years to help athletes build muscle."

Epley is recognized as the first paid strength and conditioning coach, along with numerous other achievements such as the first ever recipient awarded the National Strength Coach of the Year Award (1980) and induction into the USA Collegiate Strength Coaches Hall of Fame (2003). His industry affiliations include NSCA, CSCCa and more.

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**Contact Us Today For More Information
Or To Schedule An On-Site Or Remote Visit!**

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