



MEDIA INFORMATION AND GUIDANCE

CrossFit’s mission is to create the world’s leading platform for health, happiness, and performance, and the CrossFit Games are the premier annual event for the Sport of Fitness. To advance its mission, CrossFit believes it is critical to maintain a positive and productive working relationship with the media covering our sport.

CrossFit is committed to providing the media with timely and accurate access to content, information, and athletes through both stages of the 2020 Reebok CrossFit Games while 1) limiting in-person contact for safety reasons and 2) preventing any advance dissemination of results, standings, or other information that could interfere with the competition.

Media, under this policy, include:

- Professional journalists covering the Games for any media outlet, including newspapers, TV, magazines, radio, blogs, vlogs, podcasts, or other digital or traditional channels.
- Amateur or freelance journalists covering the Games for any media outlet or their own independent distribution channels, such as podcasts, vlogs, social media, or blogs.

STAGE ONE: ONLINE COMPETITION - SEPT. 18-20

Stage One Format

Stage one of the CrossFit Games will begin in athletes’ garage gyms and local affiliates in 15 different countries around the world. The top 20 women and top 20 men from the Open leaderboard along with the 10 women’s and 10 men’s qualifiers from Sanctionals will compete in a virtual competition beginning Friday, Sept. 18.

Athletes will compete in four event windows set to their local times. (See graphic below.) Each event can be performed only one time. Once an athlete finishes an event, they may not attempt it again. There are no restarts. More than US\$500K in prize money is on the line for athletes placing in 20th through sixth place in stage one.

The top five men and top five women will advance to compete in person for up to US\$1.3 million, with the Fittest Man on Earth and Fittest Woman on Earth earning US\$300K each.

DAY	LOCAL TIME
FRIDAY, SEPT 18	9:00 A.M. - 12:00 P.M.
FRIDAY, SEPT 18	3:00 P.M. - 6:00 P.M.
SATURDAY, SEPT 19	9:00 A.M. - 12:00 P.M.
SATURDAY, SEPT 19	12:00 P.M. - 3:00 P.M.

ALL TIMES ARE IN THE ATHLETE'S TIME ZONE

Digital Media Center

To ensure all media can provide robust coverage of stage one, CrossFit will provide access to a digital media center with video content, photos, B-roll, scores, standings, schedules, and other information at <https://games.crossfit.com/press>. The media center will also include the official event videos recorded by all 60 athletes, which will be posted shortly after each workout window closes.

All visual assets in the media center may be used by media in their coverage in unedited form with attribution to CrossFit.

CrossFit Games Leaderboard

The [leaderboard](#) will update with new results and standings at the top of the hour and during live results shows.

Live Results Shows

CrossFit will stream a preview show and four live results shows from its studio in California on games.crossfit.com starting on Thursday, Sept. 17, at 3:30 p.m. PT/10:30 p.m. GMT. The shows will be hosted by Niki Brazier and Sean Woodland, who will share updates and highlights as scores roll in and standings are released on the leaderboard. Guest analysts and hosts from around CrossFit’s global community will also take part in the shows.



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PRE	THURSDAY, SEPT. 17 - 3:30 P.M.
1	FRIDAY, SEPT. 18 - 12:00 P.M.
2	FRIDAY, SEPT. 18 - 6:00 P.M.
3	SATURDAY, SEPT. 19 - 12:00 P.M.
4	SATURDAY, SEPT. 19 - 3:00 P.M.

All Times US Pacific | +3 New York | +4 Rio | +8 London | +17 Sydney

[GAMES.CROSSFIT.COM](https://www.games.crossfit.com)

Media and fans can set calendar reminders for each show at <https://evt.mx/vpdAvj2X>

Interviews With Athletes

Remote interviews with athletes are encouraged, and CrossFit can facilitate requests and connect media with athletes to arrange details, if approved. CrossFit executives will also be available for interviews throughout the Games.

Media Access and Coverage of Events

As the events in the first stage of competition will take place on athletes' properties or in local gyms, media access during stage one will be determined by each individual athlete, with an embargo on non-public results until they are released by CrossFit.

Media who wish to cover an athlete in person during the competition must obtain the permission of the athlete they wish to cover and inform CrossFit's PR department by contacting press@crossfit.com of their plans. To ensure a fair competition across multiple time zones, media must also agree to embargo (i.e., not publish or release) any information related to the athlete's scores, results, or standing until those results are publicly released by CrossFit.

All on-site planning and logistics for any media visits will be managed by the athlete and his/her support team. The CrossFit PR team can serve as an intermediary, as needed, to share any requests for in-person coverage with specific athletes and connect the parties to coordinate coverage, if approved by the athlete.

Livestreaming of Events

Livestreaming of competition video from event sites must be approved by and coordinated with CrossFit in advance and will be limited to the social accounts run by the athlete and CrossFit. No livestreaming may run on outside media sites.

STAGE TWO: IN-PERSON COMPETITION - OCT. 19-25

Stage two of the 2020 Reebok CrossFit Games will take place in Northern California during the week of Oct. 19-25 with the top five men and top five women from stage one.

Due to safety precautions, no media or spectators will be allowed to attend the second stage of the 2020 Reebok CrossFit Games; all coverage of the final stage of competition will be online and remote.

CrossFit will organize one or more athlete press events to allow media interaction and questions, and it will provide access to athletes and staff for individual remote interviews.

Media wishing to interview individual athletes at the Games should contact the CrossFit PR department at press@crossfit.com, and CrossFit will attempt to accommodate as many of those requests as possible. All interview requests must also be approved by the athletes themselves.

The digital media center will continue to offer assets and information for media use.

Additional information about media coverage and guidance for stage two will be released following the conclusion of stage one.