

August 2018 Newsletter Article

Alliant Energy Center User Profile: Reebok CrossFit Games

For the second year running, Alliant Energy Center and the city of Madison hosted the “Fittest on Earth” as more than 70,000 people gathered on August 1-5 for the 2nd Reebok CrossFit Games. After running 10 years in California, CrossFit now has a new home in the Badger State until at least 2021.

Now in its 12th year, the CrossFit Games feature elite athletes from around the world competing in fitness challenges such as power lifting, running, biking and swimming. Each CrossFit Games has different events, half of which are kept secret from athletes until the day of the competition.

As reported in Men’s Health Journal in November 2016, “In Madison, CrossFit gets everything it needs—aquatic venues, plenty of trails, and a multi-purpose sports venue—in one compact, easily walkable city. CrossFit’s (2016) [announcement video](#) takes pains to mention that Madison, which is sandwiched between two lakes, has over 200 miles of trails and 23,000 acres of water, and that fans will be able to tailgate throughout the entire week of competition right next to the Games themselves.” This year, with Alliant Energy Center as the home base for the games, event organizers also took advantage of adjacent areas to expand the games to Lake Monona and other points off the 164-acre campus. The breadth and reach of the event was described by CrossFit Games general manager Justin Bergh who said, “This is a huge international event - telecast to over 300 million households. So, it’s a giant audience that watches the CrossFit games around the world and then Madison is the backdrop and the canvas that they’re seeing these athletes perform on.” *Wisconsin State Journal, June 18, 2018, [KELLY MEYERHOFER kmeyerhofer@madison.com](#)*.

CrossFit Games offers an excellent example of the flexibility and adaptability of the Alliant Energy Center Campus and reminds area residents of the kind of potential opportunities that could lie ahead with well-thought master plan and strategic facility enhancements.