



**OUR MISSION IS TO BOLSTER THE PROFESSIONAL GROWTH OF CURRENT AND FUTURE FUNCTIONAL FITNESS ATHLETES**

## We serve athletes

and partner with brands and event organizers to:

- Safeguard athlete health/safety and provide guidelines for fair and equitable competition
- Optimize athlete earnings and development opportunities
- Grow awareness of the functional fitness community by elevating professional athlete visibility and voice

## We are currently:

- Partnering with Loud & Live to apply PFAA-defined best practices to WZA
- Re-imagining a season and media coverage that benefits athletes, sponsors, and event organizers, from competition frequency, scope, and payouts
- Developing funding and revenue strategies to support PFAA growth and impact

## We are athlete-led

and athlete-centered

- Our Athlete Board represents what matters most to current and developing professional athletes. This diverse group of athletes, elected by their peers, ensures our activities drive professional athlete growth and development
- We are building an Advisory Council, comprised of athlete legends, coaches, agents, and sponsors, representing decades of aggregate experience in this ecosystem, to advise on key decisions and priorities, and ensure we stay true to our mission
- We are managed by experienced executives on our Executive Committee

