



THE **CrossFit** JOURNAL
BRING THE FIGHT

BY ANDRÉA MARIA CECIL
CrossFit Founder and CEO asks California community for help in support of statewide health-warning labels on sugary drinks.



At CrossFit Riverside, Eddy Jara told the crowd the city of Riverside was poised to adopt food-and-beverage guidelines shunning added sweeteners. The City Council unanimously passed the guidelines the following afternoon.

Change is afoot.

As CrossFit Inc. Founder and CEO Greg Glassman explained Big Soda's many evils to CrossFit athletes during the first few days of the **California Invasion**, seismic shifts were happening outside affiliate walls.

On Nov. 6, the University of Colorado School of Medicine **announced** it would return a US\$1 million gift from The Coca-Cola Co. Days later, the U.S. Food and Drug Administration recommended a **daily limit** on sugar consumption for the first time. And in the city of Riverside, California—with a population of about 320,000—the City Council unanimously voted to adopt guidelines frowning upon the city's providing food and beverages with added sweeteners.

"There's a cultural shift already going on," said Eddy Jara, program coordinator for Nutrition Education Obesity Prevention in the Office of the Mayor & Community Development Department in Riverside.

Still, there's work to be done.

More than 29 million people of all ages in the United States—or 9.3 percent of the nation's population—have diabetes, according to the **U.S. Centers for Disease Control and Prevention (CDC)**. When it comes to obesity, the numbers are even higher: More than **78.6 million adults** (34.9 percent of the population) and **12.7 million children** (17 percent of those aged 2-19) are obese, according to the CDC.

It doesn't end there: Chronic diseases are responsible for 70 percent of all U.S. deaths each year, according to **the Center for Managing Chronic Disease**.

"Soda has played a fundamental role ... in that suffering," Glassman told more than 100 people Nov. 9 at CrossFit Riverside, about 65 miles east of Los Angeles.

Big Soda's taint has been threefold: in the toxicity of its sugary beverages, in its **corruption of the health sciences** and in its **funding of legislative efforts to require licensure for personal trainers**.

The solution begins, in part, with a health-warning label on sugar-sweetened beverages, Glassman said.

"If we get the label on the can ... it will be increasingly hard for Coke to fund our enemies," he noted, alluding to Big Soda's ties to the United States Registry of Exercise Professionals (USREPS), the American College of Sports Medicine (ACSM), and the National Strength and Conditioning Association (NSCA).

The label—which **Sen. Bill Monning** has introduced in the Senate during the previous two sessions of the California Legislature—would contain a simple statement: "Safety warning: Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay."

"It's happened before with alcohol, with cigarettes. It's their turn. It's soda's turn," Glassman said.

He called on members of his audiences to visit **CrushBigSoda.com**, a site through which they can send their senator an email.

"Only you can stop 'em. Only you," he said.

As he stood before an intimate crowd at Trojan CrossFit in Los Angeles, Glassman said CrossFit affiliates represent a reversal of the chronic-disease epidemic; his goal is for it to remain so.

"I want the people in here to do what they do unmolested." ■

Remaining California Invasion Stops

- Nov. 12: **CrossFit Downey**, Downey
- Nov. 13: **CrossFit Reality**, Signal Hill
- Nov. 14: **Carson CrossFit**, Carson
- Nov. 15: **CrossFit Marina**, Huntington Beach
- Nov. 18: **Fathom CrossFit**, San Diego
- Nov. 19: **CrossFit Walnut Creek**, Walnut Creek

About the Author

Andréa Maria Cecil is assistant managing editor and head writer of the CrossFit Journal.