

THE  
**CrossFit** JOURNAL

# Virtuosity in Photos: California Invasion

PHOTOGRAPHER DAVE RE



## Open happiness or open diabetes?

Big Soda's advertising would have you believe its products are all part of a healthy, active, vibrant life. The reality is much different: Sugary sports drinks and sodas are fueling chronic disease and ruining the health of millions. It's time to push aside celebrity endorsements, catchy jingles and clever slogans to tell people the truth: Sugar is toxic.

From Nov. 8 to 19, CrossFit Inc. Founder and CEO Greg Glassman visited nine California affiliates as part of CrossFit's "California Invasion: Rally to Fight Big Soda." At each affiliate, he asked attendees to stand with him and support a warning label on sugary beverages in California.

Websites: [CrushBigSoda.com](http://CrushBigSoda.com) [WeBuiltThisBox.com](http://WeBuiltThisBox.com)



"There's a war going on. It's a war  
for your clients' metabolism. It's a  
war for the world's metabolism."

*CrossFit Riverside—Nov. 9, 2015*





*CrossFit Kinnick Ontario—Nov. 8, 2015*



"No one's going to fuckin' Mars if 100 million people have diabetes."

*Trojan CrossFit—Nov. 10, 2015*



*CrossFit Downey—Nov. 12, 2015*



www.CrushBigSoda.com  
#CALIFORNIAINVASION  
#CRUSHBIGSODA  
#SIB203

SAN DIEGO COUNTY  
DIABETES 160,000  
OBESITY 575,000

"I got all I need: toxicity, corruption,  
targeting you."

*Fathom CrossFit—Nov. 18, 2015*



"Anything that is anti-affiliates is  
pro-chronic disease."

*Carson CrossFit—Nov. 14, 2015*





"I want to drive the American Beverage Association and its constituent partners out of the health sciences."

*CrossFit Downey—Nov. 12, 2015*

"(CrossFit affiliates are) the single bright spot in the world in the battle against chronic disease."

*CrossFit Walnut Creek—Nov. 19, 2015*

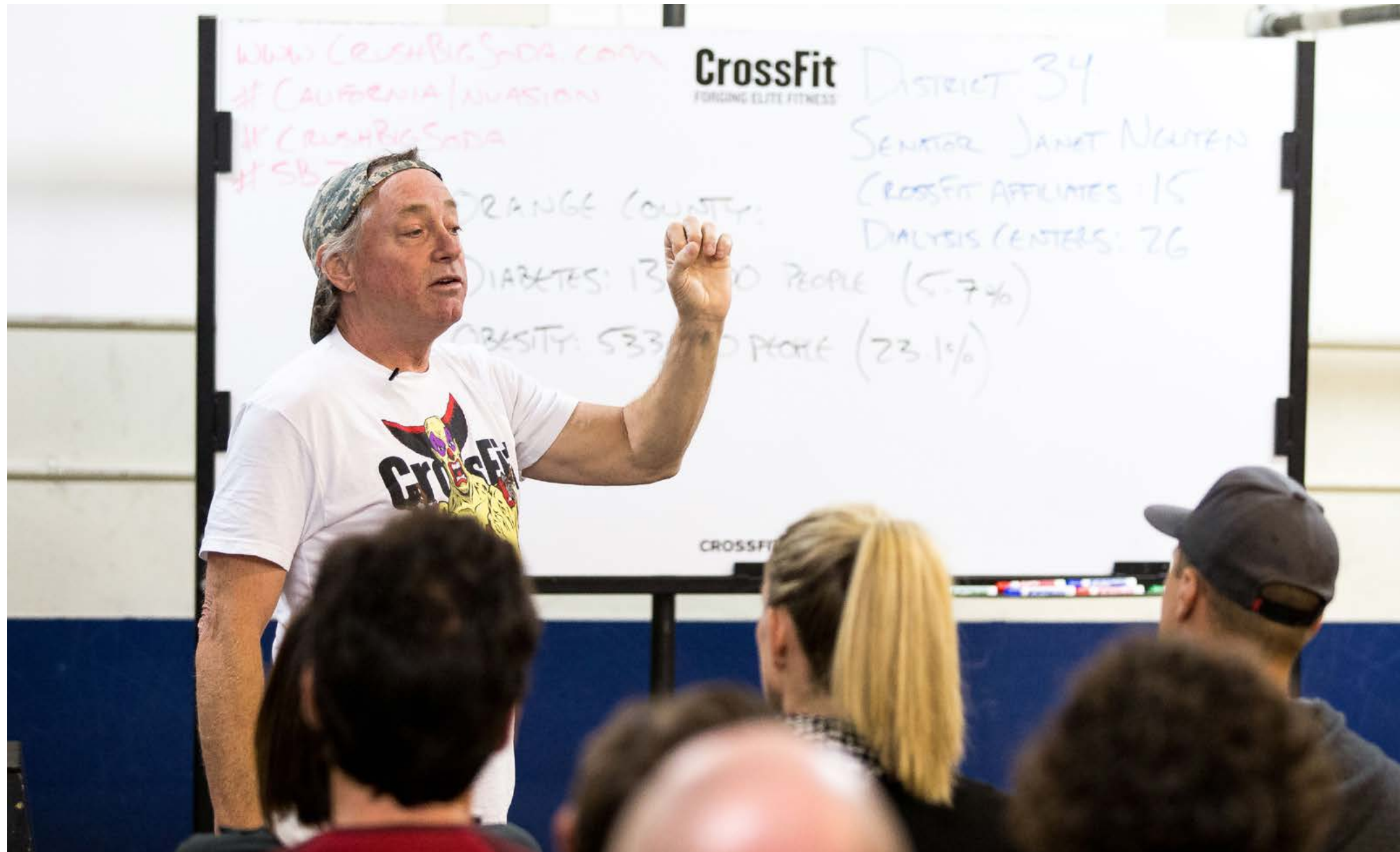


"(CrossFit affiliates) are the only effective, successful and growing response to chronic disease in the world today."

*CrossFit Reality—Nov. 13, 2015*



CrossFit FORGING ELITE FITNESS [www.crossfit.com](http://www.crossfit.com)  
LOS ANGELES COUNTY  
DIABETES 536,000 PEOPLE (7.7%)  
DISTRICT 33  
OBESITY 1,831,000 PEOPLE (24.7%)  
AFFILIATE RICARDO LARA  
CROSSFIT AFFILIATE  
DIALYSIS CENTER  
CROSSFIT.COM



"There are other things that are toxic.  
There are other things that are corrupt,  
but they're not coming after you."

*CrossFit Marina—Nov. 15, 2015*

"Once you label something, it's kind of  
obvious what the danger is."

*CrossFit Kinnick Ontario—Nov. 8, 2015*

