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The Sport of Fitness: SoCal

E.M. Burton presents classic images from the SoCal Regional in Pomona, Calif.

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All images: E.M. Burton

My CrossFit Media colleagues on the field deliver the absolute best images of every exciting moment of the Regionals that lead up to the annual CrossFit Games.

Perhaps images of the action “off the field” capture moments that are not only reminiscent of another Games environment but also look forward to the main event in July in nearby Carson, Calif.

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You could say the SoCal Regional captured a bit of the spirit of Aromas. If we pause for a moment and reflect, the scale of this growth is astounding. In 2009, just three years ago, the Games were held on Dave Castro's family farm—because they let CrossFit use it. The event rather felt like a sporting equivalent of a Grateful Dead show, porta-potties and all.

The SoCal competition at the Fairplex in Pomona, Calif, from May 11 to 13 marked my first time at a Regional event held outside, and the atmosphere really sparked excitement for the Games only a few months away. I understand Games tickets have been selling fast, and if the mood here was any kind of indication of what's to come, I can see why.



SoCal CrossFit athletes gave it their all beneath the shadow of palm trees and a roller coaster.



Lack of shade and soaring temperatures didn't deter the spectators or the athletes.



CrossFitters on the lookout for free samples and the latest snatch jokes.

As in years past, the sound of a CrossFit event is awesome. The commentating is stellar and the music is loud. It's the best kind of sporting event I can think of: competition, of course, but also the spectacle of the crowd, complete with families, food, and ... shopping. We all need sustenance and adornment, right?

The site for the SoCal Regional was this great, retro-'70s theme park that was evocative of simpler days, a lovely spot on which to overlay our new millennium fitness agenda with old-school functional movements.

And if there's one thing I hope you can't miss in these images, it's that this is CrossFit—in Southern California.

