

# What is Primal?

## Part I

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People ask me all the time, “Why did you name your gym Go Primal Fitness?” Yes I admit, at first the name does seem odd. For us it made perfect sense though. Here’s why:

Imagine life 100,000 years ago. There were no cars, airplanes, grocery stores, or temperature controlled climates. Survival depended on intellect (i.e. trial and error efforts in tool making, building, hunting and gathering, etc.), skill, physical aptitude, and even a little luck.

Those who survived long enough to reproduce were likely the most intelligent and physically superior. The harsh, nomadic nature of the environment demanded it.

Today we see a much different picture. ‘Improvements’ in technology and modern day convenience have made the physical demands for survival less important. Now, safety and sustenance are more directly related to financial stability and wealth than by physical prowess.

### **Biological vs. Cultural Evolution**

Consider this: It takes approximately 100,000 years to change the human genome one-tenth of one percent. Our biology, which has evolved over millions and millions of years, is no different now than it was a million years ago when life was much harder.

Advanced transportation systems, the advent of agriculture and the oxen-driven plow, the domestication of animals, and capitalism have sparked a rapid cultural transformation. In fact, the world has changed more in the last 10,000 years than at any point in history. Suddenly it’s easier to get from place to place, to acquire food and water, and to find shelter. What’s left is a human population biologically built to survive the elements, living in an environment where all basic survival needs are met with relative ease.

This rapid cultural and technological revolution has allowed for an ever-growing abundance of *environmental slackers*, people able to survive in a modern world who would have otherwise perished secondary to a shortcoming in physical strength and aptitude. No longer is it necessary to hike through mountainous terrain to trade or hunt. No longer is a basic understanding of climates, moon cycles, or the symbiotic relationship between plants, animals, and Mother Earth a necessity for survival of the common man or woman.

## **The Future of Fitness**

Go Primal Fitness is a training center and institute with the mission to inspire and motivate people to reclaim the physical attributes lost in the name of convenience. Our primary role is to educate the general public to the value of movement in a way that would ensure survival in a more primitive, physically demanding world.

We believe the body is biologically, neurologically, and bio-mechanically hardwired to function just as it did in the past. Without adequate stimulation (i.e. exercise) it grows weak, uncharacteristically dormant, and prone to modern disease and injury.

In today's modern environment, the value of movement can never be overstated. Real physical fitness must become important again if we are to advance our species. No longer can people hide behind their misguided notions of what it means to be fit. No longer can gyms become havens for mediocrity and compromise. The future business of training lies like a waking giant in beliefs that perpetuate the human ideal. There is no glory in misguided fortune.

We demand a revolution of a new kind; A shift from the avoidance of discomfort in training to the willful acceptance of pain as a prerequisite to improvement; A shift from the machine-based, bodybuilding, one-size-fits all approach to fitness our modern gyms would have us believe is the right way to 'get fit'.

Gyms of the future must begin to look more like gyms of the past. A place where one is free to move in any manner seen fit. Where mundane rules (like, "Don't drop weights. No chalk!" etc.) are not roadblocks to the attainment of real progress. Where space is abundant, open, and limitless, built to replicate the demands of the real world.

If we continue to ignore our inherent physicality and train like woeful sheep drifting with the herd we are destined to grow weaker and more compromised as a species, unaware of who we are, or worse, who we can be.