CONTENTS

Introduction: CrossFit as Americana 1

1. A Cult, a Community, a Religion Run by a Biker Gang 21

2. Salvation through Bearing One's Daily Cross(Fit) 39

3. CrossFit Capitalism: Oracles and Garages 59

4. CrossFit and the American Frontier Spirit 81

5. Heroes and Sheroes 103

6. Science, CrossFit Style 125

7. This Was Not the Apocalypse We Trained For! 150

Conclusion 171

Acknowledgments 179

Glossary. 183

Notes 185

Bibliography 199

Index 217

About the Author 227