**We miss you and need you back**

As you can imagine, we’ve really been struggling lately, emotionally and financially.  
  
When Bryon and I decided that we wanted to impact the lives of the world through exercise and healthy lifestyles, we miraculously found ourselves in Estes Park. It took a while to start our dream of owning a health club, but we slowly grew into the unique and effective program that we are today.  
  
Initially we purchased only a few machines to start with our spine care. That’s what we studied at University of Florida, what took us to the UCSD Department of Orthopedics in San Diego and then started us here in Estes Park. We’ve helped thousands of people with back pain and even helped some individuals off the trail towards surgery.  
  
Those initial machines led to purchasing our first line of MedX exercise machines and a treadmill. I think some of you remember our little fitness center off Woodstock. It’s where we also branched into Physical Therapy expanding our wellness opportunities.  
  
When the ACE Hardware store chose to build and move their facility, by the grace of god the owner of their old building took a chance on us and let us rent from him. We knew that angels were looking out for us because who in their right mind (including banks) would take a chance on a health club in today’s world (early 2000’s). It was then, and unfortunately continues to be, one of the largest fore closure businesses in the world. Big overhead, small income per unit and expenses that are unavoidable. Most health clubs don’t survive.  
  
Fast forward to today. As I was contemplating a topic for this week, the only word that I can think of is fear and how fear has captured our lives.  
  
I am fearful that my members and participants of our Tri-Fit class are deteriorating in their homes and losing function and sanity as they remain unnecessarily locked down. I am fearful that health across our town will suffer for years. I know that economically, it’ll take years to recover and this is downright scary.  
  
I always thought, hoped and prayed that MedX would be a part of the Estes Park community for a long time, much longer than me being its owner. Now my personal fear is of losing this business that has been designed to help people stay healthy and strong against things like pandemics.  
  
Currently, we have 25% of our members back and are running at 60-70% capacity of physical therapy.  
  
I know that some of us have been able to find ways to accomplish exercise at home. There are always a few of us who are self-motivated and creative in making exercise work, however most of us aren’t that creative or motivated and need accountability and a reason to make exercise happen.  
  
For many reasons people need a place to go for their exercise and much research has been done on how going to a health club, joining an exercise class or exercising with a friend results in better dedication, outcomes and longer success.  
  
Because of the desperation that I find my business in and the knowledge that I have about this pandemic, I am asking that you please conquer your fear, look at the big picture and think about returning to your favorite exercise facility.  
  
I’m also aware that the EP Rec Center is also experiencing similar concerns. If you look at the true numbers (all the numbers) you’ll see that there is absolutely no reason to be fearful anymore. The world is opening up and you need to be part of it.  
  
We, like every other business in town, are following all the ‘rules’ as set forth by our state. You could literally eat off our machines they are so disinfected and clean. Currently, masks and distancing and fresh air are practiced. Our therapists and exercise staff are insane about disinfecting and practicing proper hygiene rules. We’re doing everything right!  
  
We are waiting, patiently to welcome you back into our facility and help you get ‘back in shape.’ It’s a win-win for both of us. You get your fitness back and we have a better chance of keeping our doors open.  
  
We miss you and we need you back!