

FOR IMMEDIATE RELEASE:  
October. 12, 2022

## JCC of Greater Pittsburgh Announces Launch of ON YOUR MARK FITNESS-DEKA AFFILIATE



Launched October 11, the JCC of Greater Pittsburgh now brings a state-of-the-art fitness program to the South Hills.

ON YOUR MARK FITNESS hosts daily classes and quarterly competitions through this new Spartan/DEKA Affiliation.

The DEKA program was created for individuals of any fitness level. ON YOUR MARK FITNESS has adopted the DEKA model to provide members with this innovative approach to fitness – built on a foundation of rehabilitation and therapy sciences and incorporating functional testing and fundamental movements that are needed to promote lifelong progress and longevity. Participants can prepare for DEKA Challenge Events and Spartan obstacle course races in which *everyone* can cross the finish line.

“This latest investment in our South Hills branch will propel our efforts in improving members’ quality of life and getting their fitness to the next level, no matter where they start,” explained Steve Manns, lead trainer for ON YOUR MARK FITNESS and Race Director for the JCC’s Steel City Showdown. “We will be focusing on movements that involve the entire body in wider ranges of motion utilizing a variety of fun and challenging equipment. Our new fitness philosophy is proven to not only increase muscle strength and power, increase bone density, improve insulin sensitivity, stimulate growth hormone secretion, and consume stored body fat, but it also offers participants the opportunity to constantly switch up and individualize their workouts and never fall into plateau.”

“Joe De Sena, the entire Spartan/DEKA team and I are extremely excited to have the Pittsburgh JCC in the DEKA Affiliate family, and I’m pumped to meet all of the participants at the JCC’s first DEKA Strong and DEKA Mile events on October 22 and 23,” DEKA Co-Founder Yancy Culp said. “We created Spartan/DEKA to celebrate fitness for all levels and through gamifying the experience we can engage those who don’t already have their own sport. We are confident that the JCC communities all over the country are a great fit to support our global mission of positively impacting 100 million lives through fitness. I can’t wait to get to Pittsburgh later this month and see what the region’s athletes are made of.”

**Fara Marcus**  
Director of Marketing  
and Development  
412-339-5413  
fmarcus@jccpgh.org

**Jewish Community Center  
of Greater Pittsburgh**  
JCCPGH.org

**Squirrel Hill**  
5738 Forbes Avenue  
Pittsburgh, PA 15217  
412-521-8010

**South Hills**  
345 Kane Boulevard  
Pittsburgh, PA 15243  
412-278-1975

# PRESS RELEASE

**WHAT:** Launch of ON YOUR MARK FITNESS, Pittsburgh's Spartan/DEKA affiliate, at the Jewish Community Center of Greater Pittsburgh - South Hills

**WHERE:** JCC of Greater Pittsburgh – South Hills, 345 Kane Blvd., Pittsburgh, PA 15243 (Scott Township)

**WHEN:** First regional competition, October 23-23, 2022, 8-12 pm -Registration is open [HERE](#)

**For interviews or media inquiries please contact: Fara Marcus**  
[fmarcus@jccpgh.org](mailto:fmarcus@jccpgh.org)

**More info on the JCC: [JCCPGH.org/deka](https://JCCPGH.org/deka)**

**Fara Marcus**  
Director of Marketing  
and Development  
412-339-5413  
[fmarcus@jccpgh.org](mailto:fmarcus@jccpgh.org)

**Jewish Community Center  
of Greater Pittsburgh**  
[JCCPGH.org](https://JCCPGH.org)

**Squirrel Hill**  
5738 Forbes Avenue  
Pittsburgh, PA 15217  
412-521-8010

**South Hills**  
345 Kane Boulevard  
Pittsburgh, PA 15243  
412-278-1975

**JCC  
PGH**