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FOR IMMEDIATE RELEASE

### **World Spinning® Experience (WSX) Returns to Miami September 7-10, 2023**

The **2023 World Spinning® Experience (WSX), scheduled for September 7-10, 2023** is the highly anticipated return of the global Spinning® event in Miami, formerly known as the World Spinning® and Sports Conference (WSSC). The new name reflects the event's dedication purely to Spinning®, offering programming for instructors, aspiring instructors, studio owners, managers and enthusiasts. The 2023 theme "We're Better Together" speaks to this inclusiveness as well as the recognition of the incomparable impact of in-person learning and networking.

Mad Dogg Athletics, creator of the Spinning® program and indoor cycling phenomenon has been bringing this event to its global community for more than 25 years. It's the largest indoor cycling event in North America, and the only event in the world where more than 30 Spinning® Master Instructors from around the world ride, teach and inspire hundreds of attendees from more than 15 countries. Those who attend will be among the first in the world to experience the latest lineup of Spinner® bikes with the most advanced integrated power technology ever. Leaderboards and Spinning® apps for instructors and home riders will also be showcased, along with workshops on how to use the latest tools. The programming lineup reflects the evolving landscape of class design, music, exercise science, technology, class trends and innovative advancements in Spinner® bikes that together keep the Spinning® program a timeless favorite in fitness studios and homes everywhere.

Since its inception, this event has existed to support and inspire the entire Spinning® community. Today that community is larger than ever, and classes are reaching consumers through traditional studio classes, on-demand virtual classes, app-based offerings for home riders, and other channels. Robin Degtjarewsky, VP of Content and Program Operations for Mad Dogg Athletics has seen this event and the world of indoor cycling evolve since its early days. "In my 30+ years in the fitness industry, I can't recall another time when there was as much competition or as much opportunity as there is today. Fitness is accessible and available in more settings and more variety than ever before. This means that creating the best experience for consumers has never been more important, and I believe instructor education and development is key to that goal."

Pre-Conference trainings are held on Thursday, September 7th for three Spinning® certifications, including one offered in Spanish. The event continues Friday through Sunday with more than 100 English and Spanish-language workshops, workouts and lectures that cover the diverse aspects of Spinning® including power technology, leaderboards, gamification, teaching online, inclusion and diversity, biomechanics and athletic performance. Business-focused topics include social media, team development and entrepreneurship. And while Spinning® is the main programming focus, sessions also include complementary offerings such as yoga, flexibility, breathwork, and even nutrigenomics. Among the presenters at this year's WSX are Josh Taylor, Luciana Marcial-Vincion, Cesar Valera, Sarah Morelli

and Tami Reilly and Rodrigo Vilches. Attendees can earn 14 Spinning® CECs in three days. The event is also approved by ACE for 1.4 CECs and by AFAA for 14 CEUs.

Each day of the event also features one session where all attendees ride together in the venue's Grand Ballroom, with hundreds of bikes lined up in front of a big stage. On Friday evening "Anthem—A Welcome Ride" will be led by Luciana Marcial-Vincion, Josh Taylor, Rodrigo Vilches, as well as members of the Spinning® app instructor team. Saturday night brings "Dream Ride" with Josh Taylor, a world-renowned Spinning® Master Instructor and former professional cyclist whose concert-like themed rides are a hallmark of the annual Spinning® conference. On Sunday afternoon, the entire Spinning® Master Instructor team takes the stage to deliver a celebration finale ride, rich with inspiration and emotion.

With over 20 years of heritage, this year's WSX is meant to be an inclusive and impactful Spinning® gathering. Both Spinning® professionals and enthusiasts alike are encouraged to become part of the tradition this September 7-10<sup>th</sup>, 2023 at the InterContinental hotel in downtown Miami.

To learn more and to register go to <https://spinning.com/wsx>

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#### **About Mad Dogg Athletics, Inc.**

Creators of the indoor cycling category and home of the Spinning® brand, Mad Dogg Athletics® is the global leader in indoor cycling bikes, programs and instructor education. In addition to Spinning®, the company owns Peak Pilates®, CrossCore®, Ugi®, Resist-A-Ball® and Spin Fitness®, all of which follow the company's philosophy of providing world class equipment combined with industry-leading programs and instructor education. The company reaches millions of enthusiasts in over 100 countries worldwide through a network of over 35,000 fitness facilities and 300,000 fitness professionals that use its products and programs. As a leader in equipment-based education and programs, the company helps fitness clubs and studios around the world deliver cutting-edge classes to a diverse clientele. In addition to its complete line of Spinner® bikes for the commercial market, Mad Dogg designs and manufactures an extensive line of consumer Spinner® bikes, Pilates and functional training equipment, and accessories for in-home use.

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