

[[SEND DATE — replace “July 14, 2026” with actual send date]]

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Kids Become What They See. A Yukon Gym Is Building a Back-to-School Challenge Around It — for Parents.

On Aug. 23, Arize Training Club puts one parent and one child on the same course — a Yukon answer to the screen-time guilt almost every family knows, from a gym whose members lost more than 1,000 pounds together last year.



A mother and daughter train together at Arize Training Club in Yukon. (Photo: Arize Training Club)

YUKON, OKLA. — Ask an Oklahoma parent about screen time and you'll usually hear the same quiet confession: some days the tablet is the only way dinner gets made — and the guilt sits there long after the plates are cleared. More than 7 in 10 parents say they feel it. Meanwhile, roughly one in three Oklahoma kids ages 10–17 is now overweight or obese.

One Yukon gym is betting the fix isn't another lecture. It's letting kids watch a parent do the hard thing.

On Sunday, Aug. 23, Arize Training Club will host **Generation Strong**, a parent-and-child fitness challenge built on an idea decades of research support: children are far more likely to grow into active adults when they watch a parent lead the way.

“Kids don't become what we tell them. They become what they see.”

— **BRITTANY ALLEN**, OWNER, ARIZE TRAINING CLUB

“You don't have to be a fitness model to be a great role model,” said **Brittany Allen**, who owns Arize Training Club with her husband, Devin. “You just have to let your kid watch you sweat, laugh and finish something hard — right next to them. That's a memory and a habit, all at once.”

That conviction already has a track record in Yukon. In 2025, the roughly 300 members of Arize Training Club lost **more than 1,000 pounds together** — a four-digit number from a single small-town gym. ATC has been voted **Best Gym in OKC three years running** and holds a **5.0-star rating across 304 reviews**.

Generation Strong is designed for everyday families, not elite athletes. Each team — one parent, one child — moves through a scaled, beginner-friendly course of familiar movements (bike sprints, box jumps, farmer carries, bear crawls and more), with a coach at every station to cheer them on and dial the challenge to any ability. Teams compete in three age divisions: **Rising Generation** (ages 6–8), **Next Generation** (9–12) and **Legacy Generation** (13–15).

When the last team crosses the line, the competition rolls straight into a **Back-to-School Summer Bash** — water slides, food trucks, games and a lunch provided by **Chick-fil-A** — held on a Sunday the gym is normally closed, opened up so families can send summer off together and start the school year with something better than another screen.

The event is open to **any family in the Yukon and Oklahoma City area**, not only ATC members — part of what the Allens describe as opening the doors of their 300-member community to the town around them. Registration is open now and closes once teams reach capacity.

EVENT AT A GLANCE

WHAT	Generation Strong: a parent-and-child fitness challenge, followed by a Back-to-School Summer Bash
WHEN	Sunday, Aug. 23, 2026 · 2:00–4:00 p.m.
WHERE	Arize Training Club, 831 N. Cemetery Rd, Suite B-5, Yukon, OK 73099
WHO	Parent-and-child teams · divisions for ages 6–8, 9–12 and 13–15
COST	\$89 per team early-bird through July 22 (includes a T-shirt for both teammates); \$124 per team July 23–Aug. 12, or until teams sell out
REGISTER	forms.gle/zXPPXxPj3j7Qa4Yt7 · details on the Arize Training Club Facebook event page (facebook.com/share/19DBXU4LiW)

ABOUT ARIZE TRAINING CLUB

Arize Training Club is a premium coach-led group training gym in Yukon, Oklahoma. Founded October 2022 by Brittany and Devin Allen as FITCAMP 180 YUKON, the gym rebranded to Arize Training Club in April 2026. The community now serves more than 300 members; in 2025, members lost more than 1,000 pounds together. Two coaches lead every 40-minute class, every member is known by name, and movements scale to every body. Every session ends in prayer. The first class is always free. Faith-forward, not faith-required. Learn more at arizetrainingclub.com.

LOVE GOD. LOVE PEOPLE. ARIZE.

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On-record spokesperson: Brittany Allen, Owner, Arize Training Club

High-resolution photos, video b-roll and on-camera interviews available on request. Media are welcome to attend and film. A limited number of complimentary parent-and-child entries are reserved for local media and first responders with a child ages 6–15.

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