

# *POWER MONKEY FITNESS*

PRESS KIT

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**POWER  
MONKEY**  
FITNESS

# OUR STORY

**POWER MONKEY FITNESS** was founded by former elite gymnasts Dave Durante and Shane Geraghty. We started with an idea for a piece of training equipment (which is now called the [Ring Thing](#)), and 4 years later, we have expanded into education via Training Camps ([Power Monkey Camp](#)), [Clinics](#), and Fitness Programming ([Monkey-Method](#)). As Crossfit grows in popularity, so does Power Monkey's position as a business. We love gymnastics, and appreciate our unique position which has influence with athletes from all over the world. From beginners to elite athletes, Power Monkey Fitness is becoming the go-to resource for all things gymnastics and beyond.



# WHO WE ARE



**Dave Durante**

Dave is a multiple time USA gymnastics national champion and was part of the 2008 Beijing Olympic Team as alternate. After retiring from competition, David helped coach his alma mater, Stanford University, to an NCAA Team Title in 2009 and has continued to be a part of the sport through his position on the Athlete Advisory Committee with the United States Olympic Committee as well as his position on the USA Gymnastics Men's Technical Committee. Dave was a lead coach with the CrossFit Gymnastics L1 course from 2013-2015. He also wrote and developed the CrossFit Gymnastics Advanced Course. He lives in NYC with his wife Sadie and coaches at CrossFit Solace.

**Shane Geraghty**

Shane was 2-time Captain of the Syracuse University Gymnastics Team on a full scholarship, where he received a BS in Exercise Physiology and Psychology. He became a professional acrobat and stuntman, and still performs around the world for some of Hollywood's top films. Shane's background in Gymnastics and Exercise Science coupled with his knack for branding and business, lead Shane to become the Marketing Director and head of Business Development for Power Monkey Fitness.

**Sadie Durante**

Sadie is on Team Power Monkey Fitness as a flexibility/mobility expert. She is a CrossFit Level 1 Trainer and travels internationally as an assistant coach for Power Monkey Clinics. Sadie is a professional aerialist and dancer, trained in a diverse range of disciplines (silk tissue, hoop, harness, and acrobatics). She is a graduate of Alvin Ailey American Dance Theater and Fordham University's BFA program. She performed in the critically acclaimed Venice Biennale in Italy, and has toured with various performance and circus companies. Sadie currently trains at CrossFit Long Island City with the Noskov School of Fitness and coaches at CrossFit Solace and Body & Pole in New York City.

**Colin Geraghty**

Colin Geraghty has a strong background in gymnastics with years of weight training experience. He was an all-county high school basketball player and a walk-on basketball player at UNC Charlotte. Colin is well versed in many aspects of sports and fitness and loves the idea of having a positive impact on other peoples lives. Colin is the top trainer at CrossFit Milford, and acts as a consultant to Power Monkey Fitness with design and training concepts.



**50,100+**

@powermonkeyfitness

**234,500+**

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**491,210 +**

@powermonkeyfitness

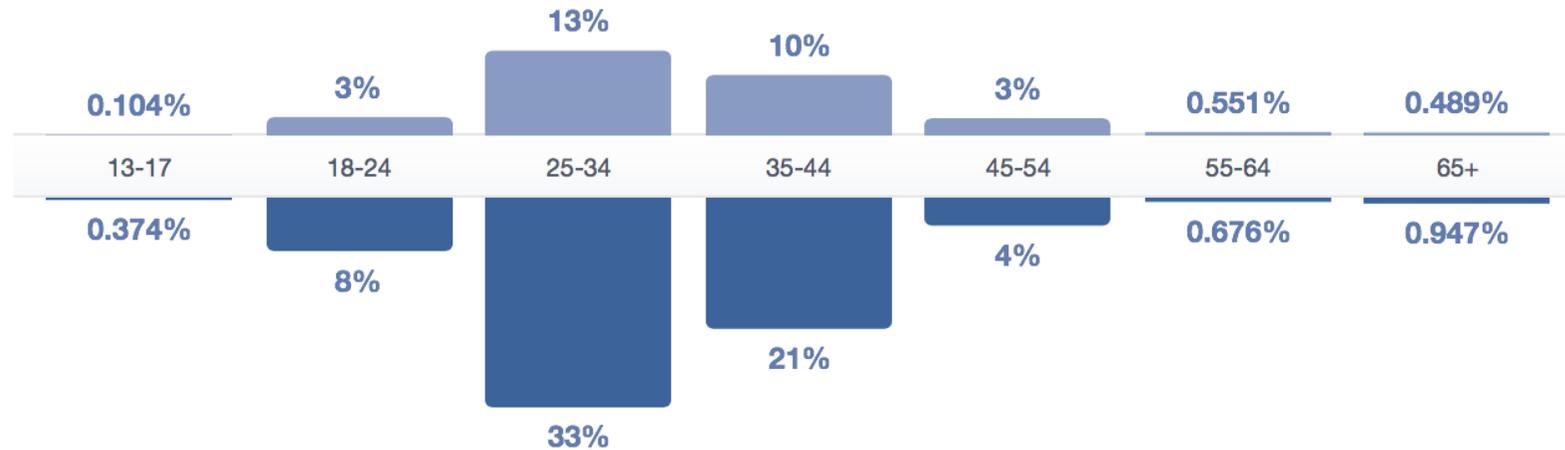
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## A Fitness Startup Sets Its Sights on a \$24 Billion Industry



615 Shares



615 Shares



A stuntman and an Olympic gymnast joined up to found Power Monkey Fitness, helping athletic hopefuls on their way to physical fitness success.



**Patrick Sauer**

Freelance Writer, Various publications & books

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SEPTEMBER 25, 2015 Starting a business could be considered something of a high-wire act. For Shane Geraghty and Dave Durante, co-owners of [Power Monkey Fitness](#), working without a net is a literal way of life. Both men are gymnasts, and they started their company to help everyday gym rats use the fundamentals of their beloved sport through equipment, camps, clinics and private workouts. Geraghty, 42, was a two-time captain of the Syracuse University gymnastics team. After graduating

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# power monkey fitness

monkey method and the gymnastics hierarchy

BY DAVID DURANTE | PHOTOGRAPHY BY SHANE GERAGHTY

THE FOUR PHASES WITHIN THE HIERARCHY OF GYMNASTICS ARE AS FOLLOWS:

## PHASE 1: CREATION OF SHAPES AND BODY AWARENESS

This step is fundamental to all movement and is the building block for all future steps. This step revolves around two key components. The first is core-centric exercises which help to develop the understanding of what an athlete's body is doing within space and time. When training the core it is critical to incorporate exercises that not only involve the abs, but also obliques, hip flexors, lower back, glutes, and hamstrings. The second piece is flexibility work. Consistent, daily, full body flexibility training is critical to allow for creation of correct body shapes. Within this step, an athlete develops an understanding of how to connect the dots between what they think is happening with their body when attempting a particular position and what is happening in reality. Almost all the time, those two pieces are very different from each other, especially for beginners.

The development of Monkey Method is the start of the next phase of growth for Power Monkey Fitness. Monkey Method is a block based training program designed by gymnastics Olympic team member Dave Durante and Power Monkey coach Colin Geraghty for athletes looking to gain a firmer grasp of their body weight movements.

Education is a cornerstone of Power Monkey Fitness. We have created one of the most extensive free online databases of over 300+ videos which has become a fantastic resource for aspiring gymnasts and body weight enthusiasts to understand proper technique for a variety of skills ranging from basic to advanced across a range of apparatus. If your goal is to truly gain mastery of movement there is a hierarchy to how gymnastics movements need to be learned. Without sticking to this process, it becomes virtually impossible to understand how to control and manipulate the body within well positions. What is important to note about this hierarchy is

that once an athlete graduates to the next level, it does not indicate that the previous level is never performed again. The previous levels are always worked on and improved upon. The next level becomes an added dimension to training. Monkey Method is structured in a way to help develop each phase of the hierarchy before moving to the next. Three 5 week blocks (4 training weeks plus 1 test week) are dedicated to each phase creating a total of twelve blocks that will span a total of fifteen months of training. With our beginner, intermediate, and advanced options, the program is well suited for athletes of all skill levels.



**PHASE 3: DYNAMIC ACTION**  
This is the phase most athletes jump to right away. Swinging/rippling action can be exciting and fun, but can also lead to giving an athlete a false sense of understanding movement. Completing a specific skill one time should never be the end goal. Without phases 1 and 2, an athlete can never fully grasp the full potential of dynamic action. If phases 1 and 2 are in place, the range of skills and drills an athlete can achieve increases



**PHASE 2: CONTROLLED ACTION AND STATIC HOLDS**  
Prior to appreciating movement that involves speed and/or momentum, an athlete must learn how to hold positions. This is the strength and stability building stage. By being able to control body movement through slow tempo



**PHASE 4: CREATION OF SEQUENCES/COMPLEXES**  
This is the pinnacle of the gymnastics world. Combining the skills learned in phases 1, 2, and 3 and performing them with ease. For a gymnast, this essentially equates to some form of a routine (sequences, 12 routines, full routine) that would be performed in competition. For the fitness world, this would equate to a complex, where a variety of movements are combined. In the gymnastics world, the goal is to make the near impossible seem effortless. Gymnasts have to take aesthetics into account, but aside from making things look pretty, there is function in working to make things look effortless. It allows for an athlete to create efficiency. This efficiency can be applied to complexes in the same way they are applied to gymnastics routines, which in turn allows for conservation of energy during long intensely based workouts. As the fitness

# WHAT WE DO

ONLINE TRAINING

EQUIPMENT

EVENTS

