



Hong Kong Joins the iF3 Family

Friday July 29, 2022:

Today, the International Functional Fitness Federation (iF3) announced its recognition of the Hong Kong Sports Performance and Strength & Conditioning Association (HKSPSCA) as the national governing body for competitive functional fitness in Hong Kong.

Dr. Barry Ki, the Head Coach and Board Member of HKSPSCA announced, *“the HKSPSCA is excited to be the non-profit organization and governing body for competitive functional fitness in Hong Kong SAR.*

Our mission is to be a part of creating a pathway for competitive functional fitness to be included in the Olympic Games by developing a governance structure which provides rules, safety standards, judge training, and competitive opportunities for athletes.

We aim to host 3-5 local events annually and assist in promoting the sport in Hong Kong and throughout Asia.”

The HKSPSCA is also eligible to send athletes to iF3 international events. This year they will have the opportunity to send athletes to both iF3 Masters Worlds in Aruba in November, and iF3 Worlds in Hermosillo, Mexico in December. The HKSPSCA is currently restructuring their website and more information about the Association will be available in September.

Ki went on to say, *“We are excited to become a member of the IF3, we can't wait to promote Functional Fitness in Hong Kong and we look forward to seeing everyone in the IF3 family.”*

Gretchen Kittelberger, President of the International Functional Fitness Federation, commented, *“We are thrilled about the recent development of the federation in Hong Kong. Our sport is very much in a development stage in Asia, and the federation in Hong Kong already has support from the Sport For All Confederation in Hong Kong, which is recognized by the Hong Kong Olympic Committee, and this will help it to grow even more quickly. We look forward to watching the athletes from Hong Kong compete on the international stage in the coming years.”*

For more info, contact:

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International Functional Fitness Federation (iF3): iF3 is the international governing body for competitive functional fitness. iF3 is a 501(c)(3) non-profit organization made up entirely of volunteers who work to serve the best interests of the sport and athletes.

To learn more about iF3, or to donate, please visit: www.functionalfitness.sport