



NEWS RELEASE

# Shark Tank Winner Sarah Apgar Brings Fitfighter To Dick's

5/5/2021

Meet FitFighter's remarkable founder and learn more about her journey. It's been quite a journey for Sarah Apgar and her **FitFighter** workout brand.

After a successful pitch on the ABC's Shark Tank, FitFighter's ascent hit the fast track. Sarah described it, "like being shot out of a cannon."

That led to a partnership with DICK'S, and her workout equipment is now in select stores and **available online**. Be sure to catch-up with Sarah and learn more about her partnership with DICK'S on this Friday's episode of Shark Tank. Check your local listings for air times.

## A New Workout Category

Initially conceived as a training tool for firefighters, Sarah quickly found that her product had a wider appeal. FitFighter takes recycled steel firehoses and fills them with finely-ground steel shot in various weights. FitFighter also offers an app that provides strength and agility workouts for all skill levels, along with a healthy dose of motivation.

"When it comes to strength training, I really do believe that we have created a new category," said Sarah. "For less than \$100 you can get the hoses and platform that goes with it."

"The rollout with DICK'S is taking this to the next level," said Sarah. "Now, they can get that touch-and-feel aspect

and engage with us. It's not every day people go around touching a firehose. To have an opportunity to have people to walk in and pick up the Steelhose? It's huge for us."

Factor in DICK'S omni-channel presence and it's a win-win for the company as unique as the woman who built it.

### A Real-Life Superhero

Sarah has worn a uniform so many times, she could give a superhero a run for their money. Her journey includes achieving excellence as an All-American rugby player at Princeton, serving in Iraq as a member of the U.S. Army Corps of Engineers, and protecting her community as a volunteer firefighter. The FitFighter products and workouts draw from the grit, athleticism, and spirit of service that exemplify her experiences.

"The product itself was developed in the fire service, but could also be used by college athletes, veterans and parents," said Sarah, who is the mother of two girls. "It's like my life story rolled into the product. It's so cool, it's like a pinch-yourself kind of thing. You built something, and it became a reflection of all your experience and now it helps people."

The company's growing popularity led to Sarah's initial appearance on Shark Tank this past November, where her pitch earned her the backing of KIND Snacks Founder Daniel Lubetzky, who made a \$250,000 investment for a 25% stake in FitFighter.

"There was this beautiful sense that this was the moment of a lifetime," recalled Sarah.

### Shared Values

After her successful Shark Tank appearance, Lubetzky reached out to DICK'S. Everyone quickly realized that FitFighter and Sarah's vision were perfectly aligned with our values and our desire to support small business entrepreneurs and to elevate female leaders.

Her initial contact at the company was DICK'S VP Alan Epler, who has been a volunteer firefighter for 20 years. They bonded over their shared passions of public service and health. Alan added that FitFighter's multiple benefits and versatility made it an appealing product to carry.

"Sarah has lived a life dedicated to service," said Alan. "I was inspired by her new mission to develop and bring to market a fitness system that combines strength and stamina training together that benefits everyone."

A meeting with CEO Lauren Hobart left Sarah impressed with DICK'S and our commitment to supporting female athletes and entrepreneurs.

“From talking to Lauren about how we envision this relationship, I’m excited about the platform we can build and talk about the related issues in women’s training, strength and conditioning. We can use our brands and voices for people who have been sidelined.”

With every sale, FitFighter makes a contribution to the Stephen Siller Tunnel to Towers Foundation which serves first responders, wounded veterans and their families.

FitFighter was born to train firefighters for one of the most demanding professions, but it has outgrown that role. It’s just as much for the new parent looking to get back in the game as it is for the grandparent who wants to bring their grandchild in for a tight hug. Because sports and staying fit are for everyone. Helping all athletes reach the top of their game is what we can do, together.