

Breaking News: Billings, MT January 8, 2020

R4C PARTNERS WITH YELLOWSTONE CHRISTIAN COLLEGE TO ENHANCE YOUTH PROGRAM

R4C Youth Developmental Program is enhancing its services to improve the future of Billings area youth. The organization is partnering with Yellowstone Christian College (YCC) to provide a larger, more accessible space for workouts, leadership, and community events.

R4C was founded in 2018 to help young people learn about life and faith through a structured fitness program. The organization emphasizes community, mentoring, and servant leadership through a program of five fitness classes a week, in addition to occasional outings and other opportunities for socialization and growth.

The organization has been using Telos CrossFit's space for their fitness program; however, increasing attendance over the past 18 months prompted R4C leaders to seek a large, dedicated space. YCC's Robert Eshelman proposed that the college's underutilized gym might provide just that. R4C's first workout session at YCC is slated for January 31.

R4C Boys' Director Justen Shaw, said, "I couldn't be more excited for this opportunity to grow our program." R4C currently accommodates middle- and high-school boys and girls and plans to include college-age students in the near future.

The fitness component teaches youth that, regardless of their current activity level, they're capable of challenging themselves. R4C Board Member Nathan Zito stated, "It changes the inner conversation people have with themselves. Kids start to think, 'Why not me? Look at the hard thing I just accomplished. The coaches/mentors believe in me. Maybe I can do ____.' Once they start on an upward spiral, the sky is the limit."

"On behalf of the leadership of R4C and the Billings youth who are becoming the best versions of themselves, we thank Telos CrossFit for giving us a place to begin this journey and facilitating our growth and Yellowstone Christian College for what we believe will be a long and mutually beneficial partnership," said Zito.

R4C was formed by Board Chair Dan Elser. A youth sports coach for 35 years, Elser recognized the need for kids to develop their own value system, both inside and outside of sports, and to project those beliefs out into the world.

"Too often, kids don't take the necessary steps to meet their own inner expectations. They're taught to do extracurricular activities and get training to prepare for a good school or good job. While those things are desirable, they don't necessarily challenge kids to live a meaningful life," Board Member Andy Elser said.

R4C receives support from private donations, including a recent grant from the Gianforte Family Foundation to help fund the boys and girls director positions. For more information, contact Nate Zito at 406-818-0021.