

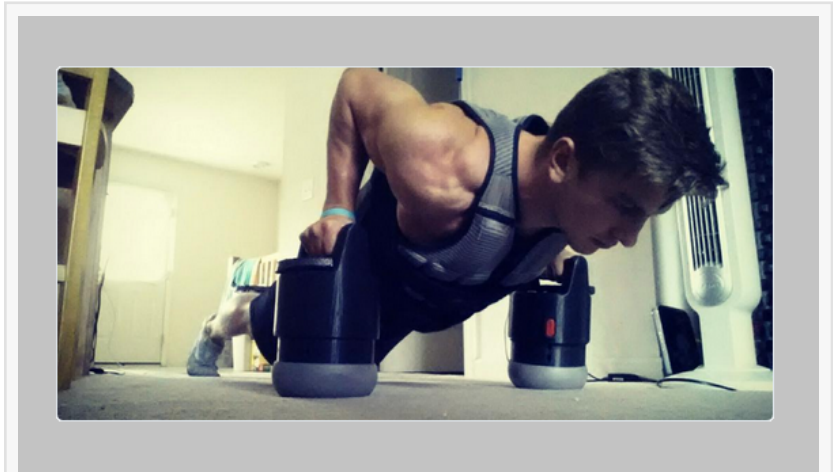
The ROKBELL: The Pushup You've Never Known

GREENVILLE, NC, UNITED STATES, August 20, 2014 /EINPresswire.com/ -- Personal trainer Erik Rokisky, a 21-year old student at East Carolina University studying to be a health fitness specialist, has created a dynamic antidote for the obesity epidemic that's ravaging the United States. The ROKBELL™ is the cure for people who want to be physically fit but don't have the time, money, or inclination to spend seven days a week at the gym. The patent-pending design of the ROKBELL has the versatility to galvanize more muscle activation than any other device currently on the market. This 6 in 1 pushup stand—Rokisky describes the ROKBELL as the [Swiss Army Knife of fitness equipment](#)—promises to torch fat in 30 minutes, making the five days you work out at home just as effective as the two days a week when you work out with your trainer at the gym.

The ROKBELL started out as a family endeavor for the Rokisky family, which has invested \$25,000 to develop a working prototype model and acquire a trademark and patent. The ROKBELL needs crowdfunding money for first production tooling and marketing, so

Rokisky Fitness has mounted a [Kickstarter crowdfunding campaign](#) to raise \$75,000 by September 26.

Everyone knows how to do a pushup, right? After all, the pushup, whether you're Marine at Parris Island or a student in a high school P.E. class, is one of the foundations of physical fitness. Then why do most people do it wrong? But the ROKBELL maximizes and customizes the pushup process so that you're exercising the correct way while at the same time benefitting from an individualized product design that works right for you. It differs from the typical pushup stand because it's good for more than just doing pushups. It can also provide high intensity circuit training (HICT), bodyweight training, unstable surface training, and strength training; it can be used as a kettlebell, dip bar, log weight, unstable pushup stand, or a mobility tool.



Each of the ROKBELL's six products can weigh up to 30 pounds and is adjustable with five interchangeable five pound plates. When assembled, it's 11 ¾ inches high and can extend to 15 inches. The height can be made higher or lower for any individual, the height adjustability allows the user to make the movements easier or harder). Because the ROKBELL is compact as well as multi-functional, each device can be broken down into three small parts so that it's conveniently stored.

Two years of experience as a personal trainer and a lifetime commitment to good health have convinced Rokisky that fitness can become a way of life, but the workout routine has to find a niche within the lives that people are actually living. The ROKBELL can empower its user to have an amazing workout in 30 minutes, but it's also designed to [provide an effective workout](#) if 10 minutes is all you have to spare. He understands that for the average person, there's not enough time in the day to allow for a gym workout and still meet family, work, and social commitments. But people who want to be fit also need support, and sometimes that means a fan club that will cheer you on when you're too tired to exercise. Rokisky is already planning for the human element of a workout program. Once the ROKBELL has been green-lit for production, the next step is to start a member-based online program where people can participate in an open forum to discuss diet, nutrition, supplementation, and workouts that are designed to fit into a 30-minute per day time slot. This fitness community will support people who want to be healthier, but who have a hard time doing it alone. The exercise database will show people how to use the ROKBELL with the utmost efficiency. The ROKBELL is bringing people together, one pushup at a time.

About the ROKBELL

The ROKBELL (www.rokiskyfitness.com), a 6-in-1 pushup stand that's designed to be the only workout tool that's needed for anyone who wants to reach the peak of physical fitness without living at the gym, is the creation of 21-year old personal trainer Erik Rokisky of Rokisky Fitness. The patent-pending ROKBELL, with its correct form, efficient use of time, compact space, versatility, and value, is a workout routine that allows for the conflicting commitments of time, money, and space that can intrude upon an exercise regimen.

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