

WOD GEAR CLOTHING  
PRESS KIT





As seen in the Pasadena Star News

## OUR STORY

The vision for WOD Gear Clothing Company began in 2010 with Gabriel Pelino and Scott Clauson. Gabriel, the dreamer and entrepreneur, shared his passion for CrossFit with Scott Clauson, the graphic designer. They soon shared the same dream to start WOD Gear Clothing Company.

From the personal attention from owner of CrossFit Pasadena and coaches, to the intimate sense of community, Gabriel became excited about CrossFit and expressed to Scott his desire to give back to the CrossFit community. After month of research, Gabriel and Scott found a need for high quality and functional fitness apparel with excellent design that captures the energy of CrossFit and such types of work out regiments. Scott began to create concepts and visuals around the term "WOD," an acronym for workout of the day. After many conversations between Gabriel and Scott, the movement was born!

The success of the clothing line was also dependent on bringing the right team together. Gabriel and Scott soon got together a group of like-minded individuals who had a love and passion for CrossFit and its community. They huddled over coffee on a weekly basis, sharing dreams, thoughts, and ideas that were eventually put into action. The excitement continues to grow.

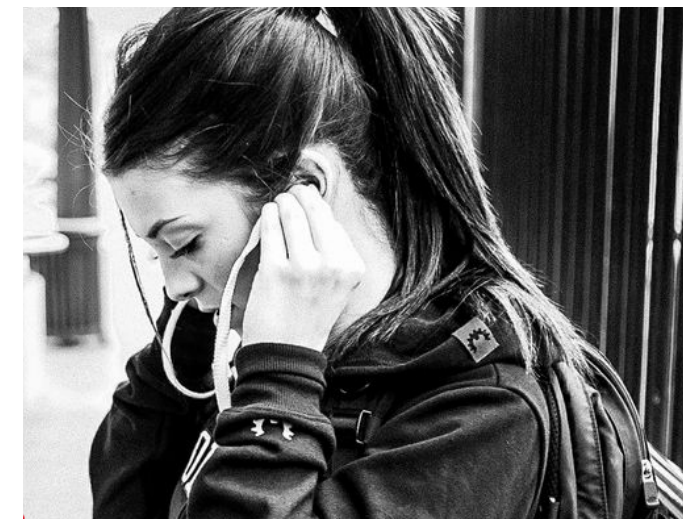
WOD Gears strives to provide sleek, functional, and comfortable apparel to CrossFit and exercise aficionados in a global capacity, delivering exceptional customer service and attractive product, while advocating social causes. We want to make a positive impact within the CrossFit Community and make a global difference.

## NAMING THE COMPANY

The WOD Gear name was chosen by the fact that the term "WOD: Work Out of the Day" is a universally known term within the CrossFit community and will be immediately identifiable.

## AT THE END OF THE DAY

We want to create a cool, hip, solid and functional apparel line, using technically advanced materials, which the elite and casual athlete will love. We want to create a culture where people come first and their voices are heard. We want to be a positive force and influence within the CrossFit Community and beyond! We feel that it is also important to invest in causes, outside of ourselves, that will impact lives around the world in a positive way and make a difference!





# IN THE NEWS



## Men's Fitness

### WOD Gear Black Compression Pants

Recommended for any CrossFit lower-body workout, the WOD Gear Black Compression Pants alleviate muscle fatigue whether you're running, box jumping, or even Olympic lifting. The pants maintain flexibility and compress to improve circulation. Bonus stitching aligns with your muscles to support your hamstrings, quads, abductors, glutes and calves. These moisture-wicking, antibacterial compression pants have flatlock seams, a credit card pocket, and UPF 50+ protection. (\$85, wodgearclothing.com)

Men's Fitness

SHAPE



SELF

access  
hollywood live

The Rx Review  
Prescribed CrossFit News



### RACKED: Los Angeles

*Seasonal Shopping Guide*  
*17 Fitness Stores to Hit Before Making Good On 2013 Resolutions*

After the excess of the holidays, January is typically a month spent trying to get back into balance—and back into the gym. If you've resolved to work out more, or just want to up your style game at Barry's, we've updated our guide with more local resources for fitness gear. From big-boxers like Sport Chalet to stalwarts like Lululemon to new monthly workout wear delivery program PV Body, there's something for everyone.

Pasadena Star-News  
PASADENA, CA



### WOD GEAR

Started by two CrossFit enthusiasts, WOD (Work Out of the Day) carries affordable leggings, tops, tees and shorts for men and women.

# CURRENT PROJECTS



## 3RD ANNUAL WOD GEAR TEAM SERIES

*A Pasadena Based CrossFit Competition for the Community.*

The event being held on Aug 17th at the Cal Tech in Pasadena will identify the true test of strength, endurance, and all out athleticism. Teams of four, two men and two women, will fight for the first place prize of \$5,000 cash. We chose Cal Tech as our venue because we are a Pasadena based company and wanted a location in the heart of the community.

The WOD Gear Team Series was created to fill the competitive appetite of the CrossFit athlete whether beginner or advanced. Maintaining the essence of community, which WOD Gear and CrossFit is all about, creating a Team competition was a natural progression for the company. Now in their third year, the event sold out in 7 minutes with a long list of athletes wanting to compete. Teams competing range from San Diego to Sacramento and everywhere in between. Sponsored by ASICS, Functional Equipment, CO2 Coconut Water, and Skins USA, the WOD Gear Team Series is comprised of 80 teams of four consisting of 2 men and 2 women. Admission to view the competition is only \$1.00 and open to anyone that wants to come enjoy the day.



# NEW APPAREL

WE BELIEVE SUPER HERO'S  
COME IN ALL SHAPES AND SIZES

*Our new line being release in July will transform you and find your inner strength*

Millions of people work hard everyday to transform themselves into something new. So we thought what if that transformation was into a "super hero"? What would that look like? This July our hope is that we can build a womens individual's inner strength by providing apparel that makes her look and feel strong from the outside. We all have a little hero inside of us, so this summer lets make them shine.



# CHARITIES



## The Living Room

Living Room Ministries International (LRMI), founded in 2009, is registered as a NGO in Kenya and a 501(c)3 in the United States. It was birthed from the work of Tumaini na Afya (Kiswahili for hope & health), a community-based HIV/AIDS prevention and treatment program that was Pcreated in 2004 in Western Kenya, previously under the auspice of Empowering Lives International (ELI), a related NGO operating in the same area. Initially, Tumaini na Afya focused its efforts on mobilizing people in rural villages for HIV testing and treatment, trainings on HIV prevention, and home-based care for people living with HIV/AIDS and orphans.



## Soldiers' Angels

Soldiers' Angels is a volunteer-led 501(c)(3) nonprofit with hundreds of thousands of volunteers providing aid and comfort to the men and women of the United States Army, Marines, Navy, Air Force, Coast Guard, veterans and their families



## The Mammograms in Action

The Mammograms in Action® Grant Program was developed to address a critical need and fill the gap in funding proactive breast healthcare services for anyone, anywhere, at any time in his or her life. The program provides funding to breast centers and breast health care providers on a national level thru community grants for diagnostic and screening services to underserved women and men as prescribed by a medical doctor. Barbells for Boobs fundraising events and generous donations from our supporters are vital components that allow us to provide more screening services and implement Mammograms In Action programs all around the country.

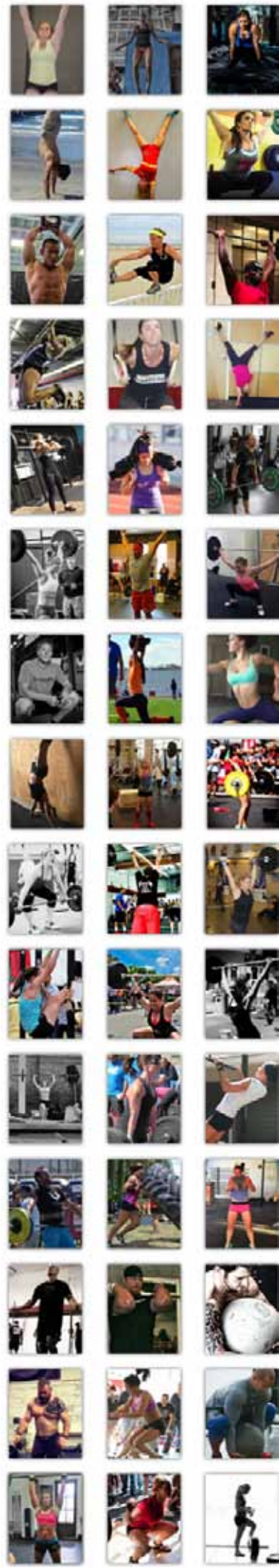
# AMBASSADORS



## Ambassador Program

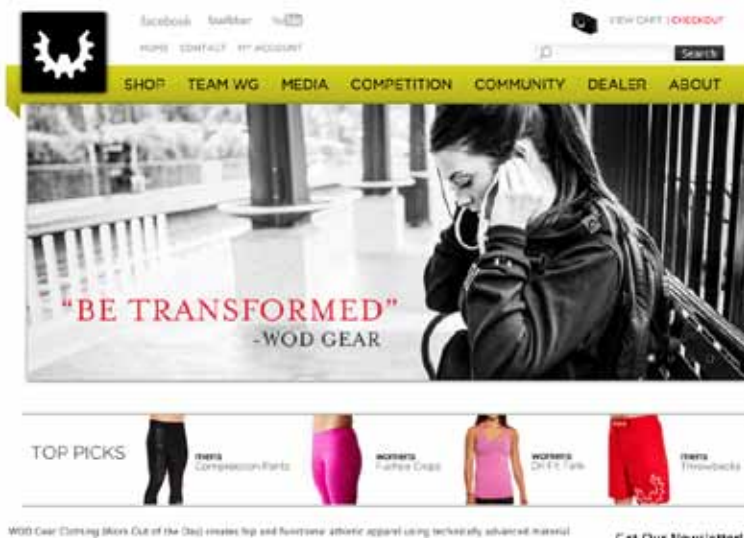
With our ambassador program we wanted to build a "community" of individuals that fall under the Team WOD Gear banner. In this community there are 3 levels of individual...all being equal in person but at different skill levels. The Ambassador, the everyday Competitor, and the Elite athlete

With this program we have been able to connect with people across the globe that have become more like a family than anything else. People love to feel like they are apart of something, and with this program they are. They help us spread our vision and brand while being able to connect with individuals that they may have never known. What we love most is that they are all everyday people. No one is above the rest and everyone is noticed and celebrated.





# HOW TO FIND US



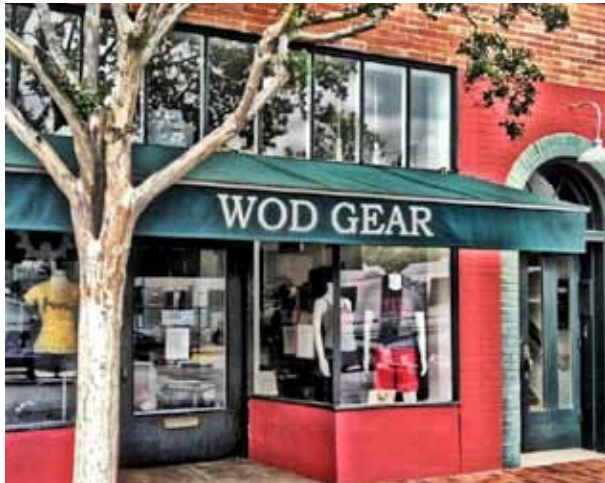
WEBSITE  
[www.wodgearclothing.com](http://www.wodgearclothing.com)

 [facebook.com/WODGear](https://facebook.com/WODGear)

 [#wodgear](https://www.instagram.com/wodgear)

 [twitter.com/WODGear](https://twitter.com/WODGear)

 [youtube.com/user/WODGEAR](https://youtube.com/user/WODGEAR)



STORE LOCATIONS  
956 Mission St.  
South Pasadena, CA 91030  
(800) 850-6570

Hours  
Wednesday-Saturday: 12pm-7pm

# A LITTLE ABOUT THE OWNERS



## GABRIEL PELINO *The Business*

A dreamer, father, entrepreneur, published author, businessman, friend and mentor, Gabriel thrives on creating something from nothing. And because he dreams big, he gets excited seeing others' dreams come true. Gabriel learned early on to make the best of every situation and have the determination to see his goals and dreams accomplished. He recognizes how his experiences have taught him to push the envelope and to accept the challenges of entrepreneurship as part of his growth as person and businessman. Previously, Gabriel authored the well-received book, *American Daddy: A Father's Heart Revealed*. The book, which profiles thirty-five different fathers, was a true labor of love for Gabriel. After completing a national book tour, Gabriel set his sights on another new adventure, and co-founded his current passion, WOD Gear Clothing.



## SCOTT CLAUSON *The Creative*

Scott is a husband, father, and designer from Los Angeles. A self-professed foodie and cultural adventurer, Scott loves exploring new things. "My mind is always on experiencing, tasting, listen to the world around me," he says. His creative side enjoys exploring something unique, and then turning it into a family experience. He began designing at the age of 16 and has worked on projects for Apple, Warner Bros., Quiksilver, and other widely-known brands. He believes in constantly growing his arsenal of skills, abilities and talents. His creative juices have done well for the WOD Gear brand and it is this visionary and conceptual perspective that have helped to create a huge community of loyal customers and fans.





WOD GEAR CLOTHING CO.  
[www.wodgearclothing.com](http://www.wodgearclothing.com)  
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