

MEDIA ADVISORY
September 20th 2025

MEDIA CONTACT
Brian Crispin
(317) 503-8404
briancrispin@wheelermission.org



****MEDIA ADVISORY****

Hundreds of Indiana athletes battle it out in annual CrossFit competition to raise \$200,000+ for Wheeler Mission

INDIANAPOLIS – September 20, 2025 – On Saturday, nearly **400 athletes** from **30+ Indiana CrossFit gyms** will battle it out in the **12th annual Strength in Our Streets competition**, benefiting [Wheeler Mission](#). This unique, one-day, co-ed team event combines the intensity of CrossFit with the power of philanthropy—and promises both **unforgettable visuals and inspiring human-interest stories** for local media.

Since its founding in 2014, participating athletes have raised more than **\$1.8 million** to help Hoosiers experiencing homelessness, hunger, and addiction. Already this year, competitors have raised **\$180,000+**, with fundraising continuing through the end of Saturday's competition.

VISUALS FOR MEDIA:

- Athletes lifting barbells, sprinting across the field, and working together in teams
- Crowds cheering from team tents set up around the stadium at Park Tudor's football field.
- Athletes pushing through grueling team workouts alongside competitors from other CrossFit gyms.

QUOTE:

"Strength in Our Streets is more than a competition, it's a movement where hundreds of athletes transform sweat into support for thousands of our neighbors in need," said Brian Crispin, Chief Marketing & Communications Officer for Wheeler Mission.

MEDIA INVITATION:

Reporters, photographers, and camera crews are invited to capture the action, interview athletes and organizers, and highlight the powerful stories of competition and compassion.

Best coverage opportunities: 9:00–11:00 a.m. as the competition heats up.

EVENT DETAILS:

Who: Wheeler Mission, Indiana CrossFit affiliate “gyms”, local athletes, and on-site vendors

What: High-intensity team CrossFit competition & fundraising for Wheeler Mission

Where: Park Tudor School’s Football Field – 7200 N College Ave, Indianapolis, IN 46240

When: Saturday, September 20, 2025

- 6:00 a.m. Event staff arrive
- 7:30 a.m. Athletes begin checking in
- 8:45 a.m. Welcome & instructions
- 9:00 a.m. Competition begins
- 3:45 p.m. Competition ends (estimated)

WHY IT MATTERS:

Homelessness in our community has risen 7% this since 2024. Every rep, every lift, and every dollar raised fuels Wheeler Mission’s programs—providing food, shelter, addiction recovery, and vital care to help meet this growing need, and help transform people’s lives.

For more information or to make a donation, visit StrengthInOurStreets.com

Follow live updates at Facebook.com/StrengthInOurStreets.com and Instagram @StrengthInOurStreets.

ABOUT WHEELER MISSION

Founded in 1893, Wheeler Mission is Indiana’s oldest and largest homeless service provider. Last year Wheeler Mission provided programs and services to 11,973 men, women, and children, with the vision that every man, women, and child Wheeler serves would be equipped to be productive citizens, enjoying lasting success in Christ. All proceeds from Strength in Our Streets will help Wheeler Mission provide food, shelter, and care to people in desperate need.