David Lyons

Promoting 'Fitness for Life'

David Lyons
Owner

Exercise, nutrition and mind set are the medium through which we can attain physical and mental fitness. In the current hectic evolving world, many are neglecting their most valuable possession—their health. Though people have made plethora degree health-related resolutions, they are still struggling to ignite the needed spark. "*But, don't worry, we have just what you need to get you back on top of your game*"— these ensuring words are presented by a renowned Certified Fitness Professional (CFP), **David Lyons**. With his expertise, he has guided many people to get into shape and explain to them the true meaning of 'hitting the gym'. Besides being a CFP, he is a trainer educator, author, speaker, and entrepreneur, who always seeks the most effective ways to bring wellness, health, and fitness to the MS community and the general fitness market. He is the **Owner** of Optimalbody Fitnessand also the Founder of a non-profit charity, MS Fitness Challenge. It supports people with Multiple Sclerosis (MS) to stay in shape, overcome limitations, and keep their bodies moving. This non-profit charity was founded in 2012 by David along with his wife Kendra, a trained nurse with over 20 years of experience. He and his wife together run the business endeavors, while Kara and Deric, two of their six children, assist David with both the charity and OptimalBody while they create their enterprises.

Living the Life of an Entrepreneur

David began his career in business at a young age, learning and starting small businesses from home. As a boxer, Martial artist, and bodybuilder, he was drawn to the fitness industry, where he began as an instructor for Jack Lalanne's health spas. Later in the 1980s, with his hard work, he owned 8 gyms in cities across the United States. Throughout his career as an entrepreneur, he owned a variety of businesses that tested his ability to create, manage, and grow each one, including Lyons Entertainment—a television and film production company. In 2006, he was diagnosed with MS while still a bodybuilder, so he changed his attention back to fitness and started the MS Fitness Challenge and OptimalBody Fitness journey.

He created a personalized OptimalBody training program for people with MS, benefiting both the MS community and the general fitness market by providing the most effective exercise and fitness program accessible. It has demonstrated its ability to provide excellent value, goods, and instruction to the fitness industry. This cause also educates trainers on fitness for MS. To make this more efficient and sustainable, David is continually creating innovative training methods and programs. He believes that trainers perceive an opportunity to profit from this sector and overlook the goal of what they are doing, therefore both the general fitness market and the MS community have taken a turn for the worst. If the primary motivation for entering a field is to enrich oneself, then that individual is not delivering the service that he/she promised. *"I do what I do to assist in the empowerment of others, not to empower myself. I'm increasingly seeing a market of opportunists rather than committed providers,"* he says.

A Compassionate Overachiever

Lyons launched the MS Bodybuilding Challenge in 2008 and competed in his first bodybuilding contest with MS in 2009, at the age of 50, receiving the Most Inspirational trophy. He was later honored by the National MS Society with the Milestone Award for his achievements.

Moreover, in 2013 Lyons received the Health Advocate of the Year Award alongside fitness icon Lou Ferrigno, and in the year 2015, he was honored by bodybuilding legend Arnold Schwarzenegger with the Health Advocate Lifetime Achievement Award. In 2016 Lyons received the Lifetime Fitness Inspiration Award from the Global Bodybuilding Organisation, an international fitness federation, and in 2017 was acknowledged by the National Fitness Hall of Fame (NFHOF) with a Special Recognition Award. Later the same year, he was asked to be one of the Founding Partners of the NFHOF Institute for education, and in the year 2019, David was the only fitness expert with MS to be inducted into the National Fitness Hall Of Fame.

David has been named the Most Dedicated MS Fitness Expert worldwide by both Global Health and Pharma and Global 200 in 2019, 2020, 2021, and 2022. He was voted as one of the Top 100 Healthcare Leaders by the International Forum on Advancements in Healthcare in 2020. Also, his OptimalBody program was voted The Most Comprehensive MS Fitness Program in the world in 2021 and 2022.

He has authored an autobiographical story of his journey with MS entitled David's Goliath, and also his fitness book, *Everyday Health*, and *Fitness with Multiple Sclerosis*.

Being Pragmatic

The MS Fitness Challenge is now in 25 countries, and David assures that the charity will continue to grow in the future. He envisions reaching out to more people with MS globally and expanding his free exercise programs for MS patients. David mentions OptimalBody Fitness, OptimalBody Resistance Bench System, and other fitness goods will introduce new programs for people who face fitness issues. "*And I'll keep striving to be the best leader I can be in both work and life*," he continues.

In addition, he advises young aspiring entrepreneurs to believe in what they are passionate about to take steps in that direction. "*Don't set goals on making millions of dollars but set your sights on positively impacting millions of lives,*" he adds. He is grateful to have Kendra's presence in his life. Her encouragement, kindness, and patience have enriched him in many ways that he could never express. Moreover, he gives God full credit for any success he has had in business and life and humbly acknowledges that David would not be the leader he is today if it was not for his faith.

CONQUERING MULTIPLE SCLEROSIS
EXERCISE | NUTRITION | MINDSET
MSFITNESSCHALLENGE.com