

OUR STORY

ROLL WITH A GOAL was founded to make fitness equipment both Functional and Fun. Purposeful and Pretty. Practical and Inspiring.

Workouts have been a part of my daily routine for as long as I can remember. Whether it's Pilates in the morning and a run in the afternoon or an early morning weight circuit followed by hot yoga, every workout helps me to relieve stress and begin each day with a great attitude. There are days when I am motivated to achieve my personal best, and there are days when it is a struggle to get going, but I never give in to the temptation to skip the workout. The benefits are far-reaching and essential to my well-being. One day, I was staring at a plain gray yoga mat, a bare latex resistance band, and a blank roller, and it hit me: exercise equipment doesn't have to be boring; it should be inspiring, colorful and fun! I went searching for gear that gave me inspiration or motivation, and I couldn't find a single product that filled that need. So, I set out to make these products and change the way mats, bands, and rollers are designed. They can do more than just be a cushion or a band or a cylinder. They can be beautiful and inspirational.

Much of the beauty and inspiration in our lives comes from each other and from our friends. We encourage each other to try new exercise classes, accept new physical challenges and be our best selves. So, when I combined my love of working out with the motivation surrounding me, ROLL WITH A GOAL was born. Putting inspirational sayings on a colorful yoga mat and enthusiastic shout-outs on resistance bands was just the answer. Workout gear to boost your spirit and drive.

ROLL WITH A GOAL products will remind you to live life inspired. Believe in yourself. Set your intentions for the day every day. Read the sayings as you pose, stretch and roll. Pick one or a few for that day and concentrate on what it means to you. Whether you are doing squats at the gym, goat yoga in Nashville or rolling out after a very hard work out, focus on what it is you want to accomplish.

Think of each day as a new beginning. A gift. What you do with it is up to you. Use each day of your life to accomplish something important, worthwhile, memorable. You get one shot at today. Challenge yourself to leave a meaningful footprint.

Embark on your next challenge. Evolve as you navigate your path. Excel as you grow to be your best you.