

PRESS RELEASE

FOR IMMEDIATE RELEASE

WalCo Krav Maga & Personal Protection Rebrands as Alpha Krav Maga Wisconsin

Company Officially Embraces Nationally Recognized Krav Maga Affiliation

DELAVAN, Wis. – 01 March 2024 – WalCo Krav Maga LLC. is proud to announce that we are now an official, independently operated, affiliate of Alpha Krav Maga International (AKMI). This is the first time that an AKMI affiliate has taken residence in the state of Wisconsin. As a result, we will now be operating under our new name- Alpha Krav Maga Wisconsin.

This official affiliation follows almost two years of serving the community under the name of WalCo Krav Maga & Personal Protection, which steadily grew from the basement of Fit n' Faith Fitness in Delavan, WI. What started out as a limited program, has since expanded into a larger location, to include classes six days a week, the addition of a kids program, and has allowed for more self-protection seminars to help protect the community at large.

Although we brought our students an AKMI curriculum as WalCo Krav Maga & Personal Protection, as official affiliates of AKMI, Alpha Krav Maga Wisconsin will continue to expand upon our current curriculum to include additional classes for higher-ranked belts, an expanded and refreshed kid's program, national recognition, the addition of other martial arts to compliment Krav Maga, as well as the ability to conduct official AKMI belt rank tests, as needed.

Prior to this official rebranding and official AKMI affiliation, we were proudly considered an “extension” of Alpha Krav Maga Compound (AKMC) in Northbrook, IL. Although our name and affiliation status are changing, we will still be maintaining our close and invaluable connection with AKMC as it pertains to curriculum development, instructor training, and will still be our preference for students testing through AKMI as they are the official Midwest Testing Center for AKMI.

“This is an amazing opportunity and step forward for our business, our students and for our community, who deserves to have proper personal protection training.” stated owner, Lejla Basile. “Although we taught an Alpha Krav Maga International-derived curriculum under our old name, having the honor of being an official affiliate elevates us to another level. Being a formal part of AKMI lets potential students know that we are a legitimate resource for learning Krav Maga and backed by a trusted and respected organization .”

Lead trainer John Basile stated, “Watching this affiliation come to fruition was truly a blessing in and of itself. Without the love and support from Master George Buruian, Diana Azrikam (both founders of AKMC), Sam Sade (founder of AKMI), along with support of the many fine AKMI

instructors from the Chicagoland area who added value to our program, I don't think we could have had the word-of-mouth growth we experienced." John further added, "With all of the benefits and respect that comes along with AKMI, we are now going to need an even bigger facility in the near future."

About Alpha Krav Maga Wisconsin

Alpha Krav Maga Wisconsin (AKMW) is the home of genuine Krav Maga and personal protection training in Southeastern Wisconsin. Encompassing more than martial arts, self-defense training or a gym, AKMW brings students a variety of hand-to-hand combat techniques, ground fighting and professional weapons training. At AKMW, we feel everyone deserves to feel safe and be protected wherever they go. Our programs not only build confidence, they also build community.
www.alphakravmagawi.com

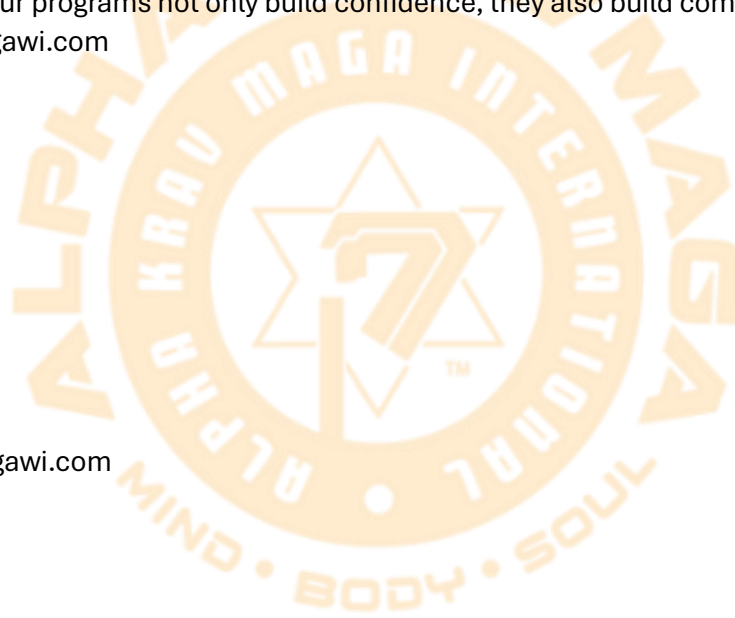
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