

PRESS RELEASE

FOR IMMEDIATE RELEASE

Alpha Krav Maga Wisconsin Relocates to East Troy, WI

Alpha Krav Maga Wisconsin Occupies Larger Training Space in East Troy, WI

EAST TROY, Wis. – 04 April, 2026 – Alpha Krav Maga Wisconsin is proud to announce that we are moving to a larger location, located at 3270 Main St. in East Troy, WI, effective May, 1, 2026. This new location pushes us closer to the Milwaukee Metro Area, allowing us to bring Krav Maga, Boxing, Self-Defense and Cardio Conditioning to a much larger market. This new location will also bring more training opportunities to our members as well.

We sincerely thank the City of Delavan who helped us begin this journey. From our humble beginnings which began in the basement of Fit n' Faith Fitness, we grew into two larger spaces that allowed us to include classes six days a week, create a kid's training program, and allowed for more opportunities to help us protect the community at large. Without the support of the people of Delavan, WI, who knows if we would have been able to make this bold step forward.

Our success is a team effort. The additions of Krav Maga Coach Chris Swanson and our Boxing and Conditioning Coach Kenny Gee are crucial parts to our success. Coach Chris brings years of passion and training to his students. His desire to keep training himself across a variety of martial arts makes it easy for him to connect with students of all skill levels. Coach Kenny brings intense energy, drive and a winning attitude to our boxing program. Coach Kenny makes boxing accessible to people of all ages and abilities. If you ever wanted to try boxing but were intimidated to do so, try a few rounds with Kenny. We guarantee you will feel comfortable and welcome.

The expansion of our offerings is what drove our decision to move to a larger location. Although we will miss the Delavan community, this larger location in East Troy will make it possible for us to offer concurrent classes, something that we have been dreaming about for the past three years. This will make training more accessible for more people and hopefully allow for even more growth. After all, the main goal of Alpha Krav Maga Wisconsin is to offer the community at large the opportunity to learn how to protect themselves in a motivating and positive atmosphere.

Aside from moving to a newer, larger location, we are also embracing a new logo, unique to Alpha Krav Maga Wisconsin. We are still a very proud affiliate of Alpha Krav Maga International and maintain a cohesive relationship with Alpha Krav Maga Compound, in Northbrook, IL. This change in branding coincides with our move to this new location. We felt that we needed an instantly recognizable symbol of what we do and who we are, hence, the adoption of "Alphie," gearing up for a kick, in front of the American flag.

Owner Lejla Basile stated, “This is a step in the right direction, and it has been long overdue. Bringing Krav Maga, Boxing and other programs to communities closer to the Milwaukee metropolitan area will further our growth and allow us to show the personal benefits of everything we offer.” Manager and Coach John Basile added “With a larger location comes larger responsibilities. We have a commitment to provide our community with quality training that can allow people to keep themselves safe, healthy and protected.”

About Alpha Krav Maga Wisconsin

Alpha Krav Maga Wisconsin (AKMW) is proud to be the first affiliate of Alpha Krav Maga International in the state of Wisconsin. Encompassing more than self-defense training, AKMW brings students a variety of hand-to-hand combat techniques, boxing, 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, but they also build community. www.alphakravmagawi.com

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