



## ON THE MOVE



**GOOD BYE 291! HELLO, 360 HERNDON PARKWAY**



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First Defense Krav Maga  
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### 2018 June/July FDKM Newsletter

July is almost here! Time for celebrations and transitions. Many of our members have graduated from High School and College last month. They're preparing themselves for the next chapter in their journey. We're so excited for everyone! At the end of this month, FDKM is also celebrating a transition! We're relocating! So if you'll miss training in our current space, make sure to come in this last week and stand in line one last time for the lavatory.

Hello fellow FDKM'ers,

I can't believe that this is the last time I'll be sitting in 291 Sunset Park knocking out our monthly newsletter. There have been many great memories made in this space of the great people we've met and trained with over the years. But, let's be honest, I'm not going to really miss the space.

We've made the studio work for us as best as we could over the years and the age of it was showing. With our growing FDKM community and Krav Maga growing in recognition, it was time for us to look for a new home for First Defense Krav Maga. We're excited to officially announce that we'll be moving to our new facility located at 360 Herndon Parkway, Suite 1200 at the end of June. Look for classes to begin at the new space on July 9.

A quick wrap up of May includes finishing up our 4 part Women's Introduction to Krav Maga seminar series,

KMG's Part 1 & 2 of the General Instructors Course, and welcoming our newest Practitioner 1's! May was full of celebrating things that start with the letter "M." Hopefully everyone got to spend sometime with their moms, and tell them how much you love them! We got to celebrate Myles turning a year older! And of course, paying respect to those who give their lives to protecting our freedom on Memorial Day. Well....and kicking off Mmmmmmm.... good good good barbecue season!

June was relatively quiet, in the sense of additional courses and classes offered at FDKM. But that's because we're ramping up for all sorts of activity in July. We're wrapping things up here, literally. Whilst preparing for the relocation, we're also reaching out to members whom we've haven't heard from in a while, and checking in on those who are on account holds with us. For those who have been interested in trying out Krav Maga with us here at First Defense, there will be some great offers and opportunities to get some training in with specials we're offering at the new studio. Don't miss these limited time offers!

There's a lot to mention in this month's newsletter. so read on! We look forward to seeing everyone this month as we say good bye to 291 Sunset Park! And, HELLO to 360 Herndon Parkway!

- Nick, Ann, and the First Defense Krav Maga Team

## UPCOMING EVENTS



### FDKM Closed for Our Relocation & 4th of July Holiday Week.

First Defense will be closed Friday June 29th & Saturday June 30th for the move.

We will be closed for the 4th of July Holiday from Sunday July 1st- Sunday July 8th.

Class will resume on Monday July 9th at our new location.



### July Foundations Course: Monday July 9th-August 1st

Our popular Foundations Course is back for a summer session! First class will be on Monday July 9th. This course will meet twice a week over a 4 week period.

Space is limited  
[REGISTER NOW](#)



### Eyal Yanilov will be here to celebrate our Opening Week!

Krav Maga Global's Eyal Yanilov will be here to help us celebrate our new space with a special seminar on Tuesday, July 10th!

Mark your calendar for a special event!  
[REGISTER NOW](#)

## In First Defense Krav Maga News

# First Defense Krav Maga Relocation!

July 9th 2018

# ON THE MOVE



## GOOD BYE 291! HELLO, 360 HERNDON PARKWAY

After 8 years in Sunset Business Park, it's official, we're moving on to a new larger training facility approximately 2 blocks away down Herndon Parkway. Our new address is:

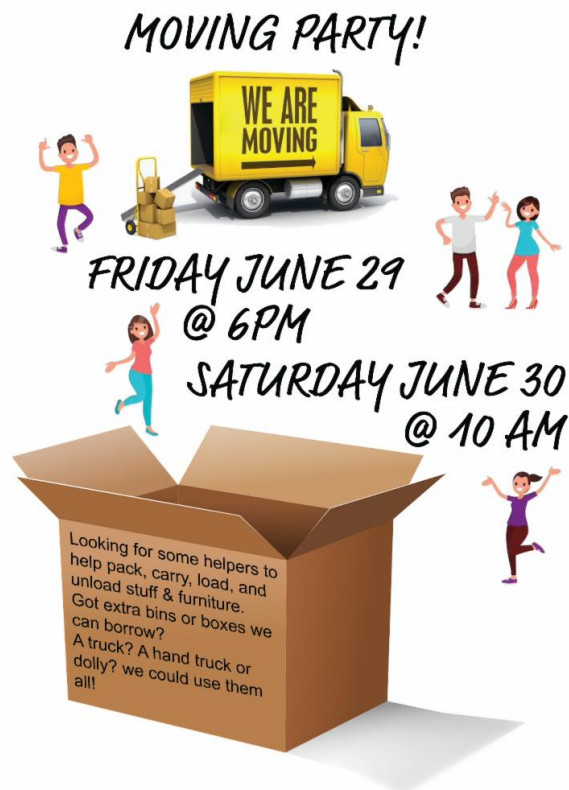
First Defense Krav Maga  
360 Herndon Parkway, Suite 1200  
Herndon, Va 20170

Last official day of classes at 291 Sunset Park will be on Thursday June 28th. All class will run as scheduled this last week of operation in the current space. We will be closed for the relocation and 4th of July holiday break from Saturday June 30th to Sunday July 8th. We will be open for classes in our new location on Monday July 9th! There will be an adjusted training schedule for the first week there due to adjustments in the schedule, and Eyal's Active Shooter seminar on Tuesday July 10th.

A Huge thank you to everyone who has supported FDKM over the years! We truly could not do this without you! We've put in a lot of thought, care, and consideration to all the suggestions we've received over the years about how we could improve our training facility. Looking forward to our Krav Family enjoying all the upgrades and amenities at the new studio.

## Moving Party!

Friday June 29th & Saturday June 30th



We're looking for some members who have a little bit of free time on Friday evening and Saturday morning to help out with the move. The move will happen Friday at 6pm. Looking for anyone willing to let us use your truck, van, etc to move. Also anyone who has a dolly or hand truck too! Empty boxes or bins we could use to transport items as well.

Saturday morning we will meet at 291 sunset park at 10 am to finish up moving any items left. We'll need help installing new mats at the new facility and assembling things. If you have questions, please feel free to ask Ann or Nick!

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## Relocation & Holiday Closing

Saturday June 30th-Sunday July 8th



First Defense Krav Maga will be CLOSED from  
Saturday June 30th- Sunday July 8th

Classes will resume Monday July 9th at the new location

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## Active Shooter Seminar with Eyal Yanilov

Tuesday July 10th, 6-9 pm





Join us for a very special Grand Opening seminar and a rare opportunity to train with Krav Maga Global's Chief Instructor Eyal Yanilov. Eyal has been a pillar in the Krav Maga community for over 40 years & has been instrumental to the dissemination of Krav Maga across the globe.

In this seminar, he'll touch upon the topic of active shooter defense and what to do when you can't run or when hiding is not an option.

When: Tuesday, July 10, 6-9pm

Where:

First Defense Krav Maga  
360 Herndon Parkway, Suite 1200  
Herndon, VA 20170

Cost: \$79 non members and \$59 FDKM members

**Register Today!**

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## July Introduction to Krav Maga Course

Monday's & Wednesday's starting



Since 2010, First Defense Krav Maga's Foundations Course has been a unique starting point for many people interested in the self-defense system of Krav Maga.

This July Foundations Course, the first in our new, expanded location, will enhance the experience of the last 8 years and offer students a remarkable experience of education & recreation. Our 8-class format will be supplemented by online & offline resources designed to support and enhance the in-person training at the studio.

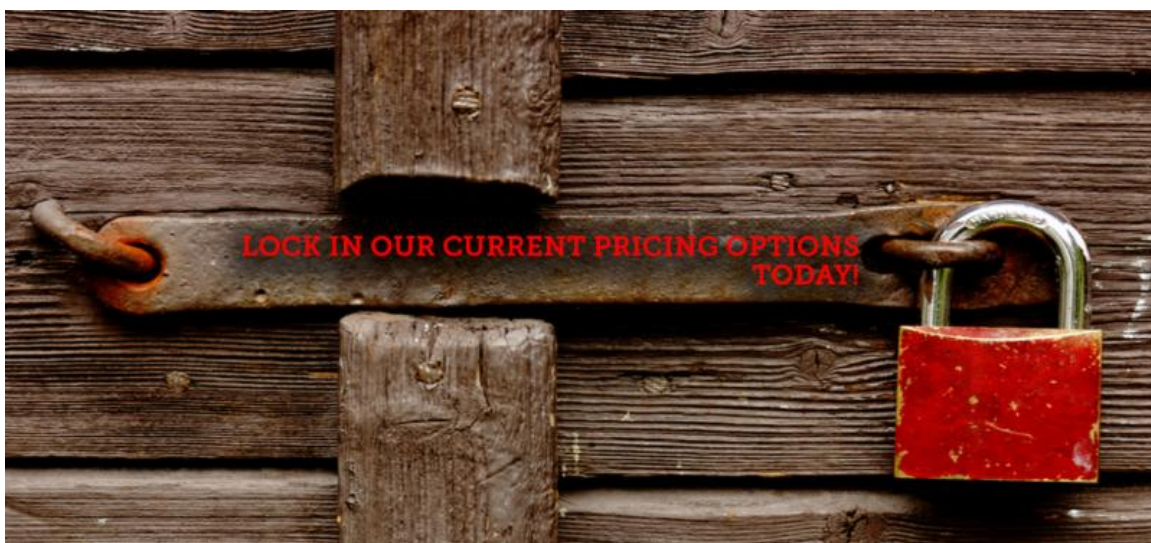
Some of the topics we'll be working on in the course include:

- \*Effective Striking Using Hands, Elbows, Knees, & Legs
- \*Defending Strikes
- \*Releases from Chokes
- \*Releases from Headlocks
- \*Escaping Bearhugs
- \*Releases from Wrist Grabs & hair pulls
- \*Using Common Objects for Self-Defense
- \*Defending Yourself on the Ground
- \*Protecting Others
- \*Dealing with Stress
- \*Developing the Proper Mental Attitude

The July Foundations Course begins on July 9 & runs every Monday and Wednesday at 7:00pm through August 1.

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## Lock in Membership Pricing and Options



Changes are on the horizon, so are our membership options and pricing. Been thinking of joining First Defense? Looking for a community of practitioners? Why hesitate any longer? Join First Defense Krav Maga before rates increase! Contact Ann before July 8th for membership options and programs. [Ann@firstdefensekravmaga.com](mailto:Ann@firstdefensekravmaga.com)

## Congrats to our most recent Testers!

Both young and old leveled up last month!



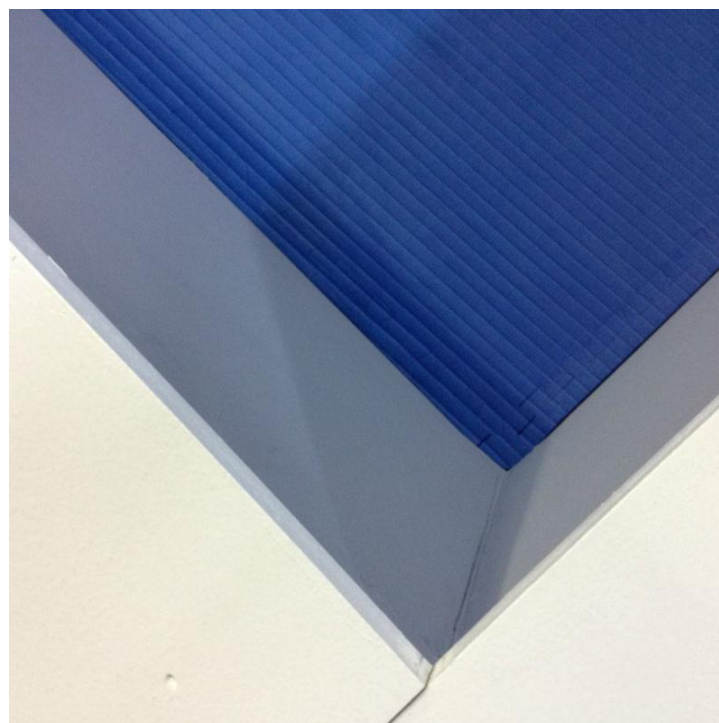
Our youngest Krav'ers, The Kid's Division (5-7 year olds) recently earned their next KMG Krav Junior Rank or graduated into our next age division, Youth (8-10 year olds). It's been such a pleasure watching these kids grow, mature, and become fierce Krav practitioners. Congrats kids!!! Our next 3 divisions Youth (8-10 yr. olds), Junior (10-12 yr. olds), and Teens (12-14 year olds) will be testing and/or undergo evaluation once we move into our new studio! Your up next kiddos, so get ready!





Over the course of May and June, many of our Adults also earned a new KMG rank! Congrats to all our FDKM'ers! All of your hard work and dedication really showed during testing. Keep training, looking forward to our first round of testing in our new location!!!!

## Liquidation Sale and Freebies!





Our used blue puzzle mats are free! If you are interested in taking home some mats after the move please contact Ann. There is a waiting list for mat selection. Email Ann at [ann@firstdefensekravmaga.com](mailto:ann@firstdefensekravmaga.com)

Mat pick up will be on Friday June 29th @ 6 pm



Century Lil' Dragon Wavemaster Training Bag  
Retails for \$119-\$160  
Gently used, \$50 each, 4 available for purchase



One red Everlast heavy bag- Free

All FDKM Hoodies on Clearance- \$25, while supplies last



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## KMG GIC Parts 1 & 2

May 26th-June 3rd 2018





9 days of Instructor training! It was a pleasure to host the KMG General Instructors Course Parts 1 & 2 here at First Defense. A huge congratulations to all the participants for completing this course. Some have only one more part to complete before becoming a certified KMG Instructor, and others have just begun their journey. Nick and our Instructor team are looking forward to mentoring the next group of KMG

instructors at First Defense. You'll see your fellow FDKM'ers on the mat more, practicing what they have learned and implementing the teaching knowledge they have gained by participating in this course. Interested in the Instructor's path? Contact Nick for more information.

## Ilya Dunsky's Special Seminar and Visit!







We hosted a special seminar taught by GIT member Ilya Dunskey. Ilya taught some techniques related to controls and constraints used in Krav Maga. Huge thanks to everyone who came out to participate, we had a great time! Of course a bonus for us was that we got to take Ilya around town tasting some local food fare that there is to offer in the NoVa area. We love hosting our fellow KMG brothers and sisters around the world!





## New Class times Added and Programs!



Although not official yet, we're on the cusp of releasing our Summer schedule and programs for our new space! So just a tease, here are some classes coming your way!

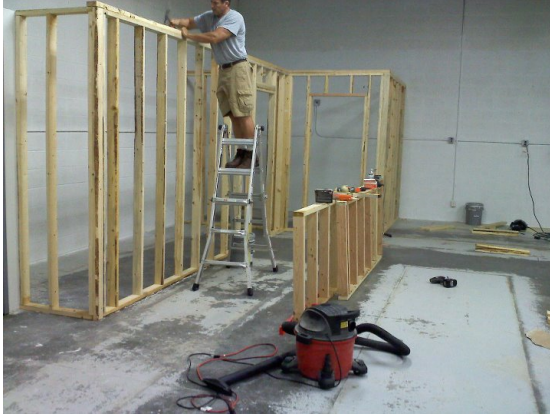
- Additional Fundamental classes added to the schedule
- Opportunity for parents to train at the same time as the Kids do
- Intermediate Krav Maga classes
- The return of our Shuajaio program
- Additional Krav Junior classes
- A combination class that focuses on striking, grappling, and ground tactics.

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## Saying Goodbye to 291 Sunset Park Drive

Thanks for the memories!





Believe it or not 291 Sunset Park was not First Defense's first space. We originally opened our doors, literally two doors down at 295 Sunset Park. In the summer of 2011, we started our buildout in 291. It was previously an Asian Supermarket. You can see in the original concrete where the isles were. It was definitely a group effort to get the space together ready for training.

For the most part the space stayed the same until 2014. We decided to install real changing rooms, and move our retail and lounge area towards the back of the studio. New additions included the bag rack along the back wall, and the ledge with the check in stations in the front part of the studio. The mats also went from black to the current blue you see today.



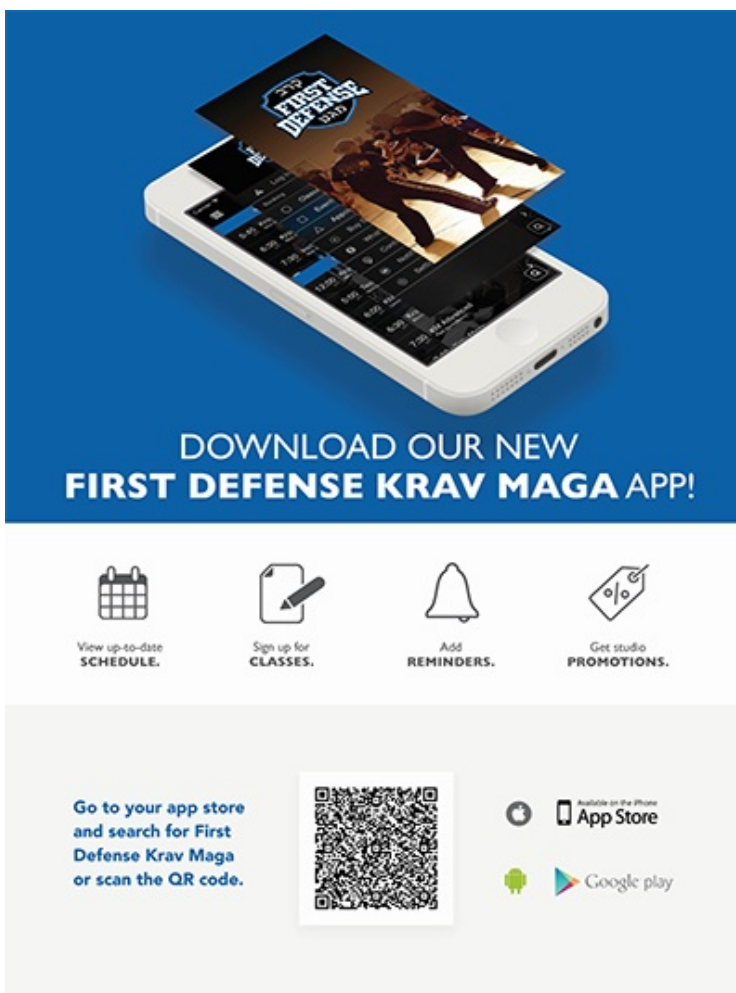
Just in a few days we'll say goodbye to our second home for so many years. We've celebrated so many milestones here. Thank you 291, you've been good to us <3

Love, The Masi's

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## FDKM Private Facebook page & APP

Missing events and announcements?



**DOWNLOAD OUR NEW  
FIRST DEFENSE KRAV MAGA APP!**


View up-to-date  
**SCHEDULE.**

Sign up for  
**CLASSES.**

Add  
**REMINDERS.**

Get studio  
**PROMOTIONS.**

Go to your app store  
and search for First  
Defense Krav Maga  
or scan the QR code.



Available on the iPhone  
**App Store**

**Google play**

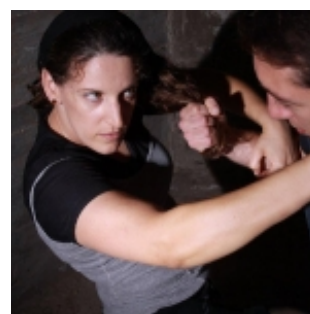
Feel like you're missing out on events and other ongoing here at First Defense? For current members who have Facebook accounts, make sure you're part of our Private Facebook page. If you haven't received an invite for our group, just visit Ann at the front desk. Many of you may have different email accounts associated to different social media sites. We want to make sure you're part of the conversation! We share a lot of videos, photos, and information on our private Facebook site. Of course, it also gives you the opportunity to chime in and join the fun banter that happens on there too! Not on Facebook? No problem! Just download our Free app to get updates and notifications on upcoming events and important news.

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### **First Defense Referral Program**

Did you know that First Defense Krav Maga offers a \$10 discount for every person that you refer that signs up for a membership? Better yet, both of you receive \$10 off your



### **Reminders**

If you have had an address change or need to update your credit card please remember to update it on MindBody or talk to Ann at the front desk.



membership! So everyone wins.

Think about it: 5 referrals join as members, they each get \$10 off their monthly rates. But, you get \$50 off! (both accounts must be current and in good standing to receive the discount)

### Spread the word



Help the First Defense family grow, tell others why you joined. Did you join to learn Krav Maga for it's key self defensive techniques so you could improve your own personal safety? Does your membership give you the missing key to your personal fitness routine? We would love to hear from you, please share your testimonials on Facebook, Google, Yelp, Twitter, LinkedIn, etc.

Only shoes that have never been worn outside are allowed on the mats for class. If you don't have indoor-only shoes, bare feet or socked feet are fine, but we highly recommend getting some shoes for class. This will help keep our mats clean free of dirt, grime, and germs from the outside.

It is First Defense's policy that all men wear groin protection when they attend class. This is for your own safety. We do not want anyone to take a groin strike unprotected. We also want to remind all members that you should be wearing First Defense or KMG t-shirts and pants or shorts (w/ appropriate rank patch) when you're taking Krav Maga classes.

You should also be wearing your hand wraps during class, especially the striking class. Not only do they provide protection to hands and wrists, they also soak up a lot of the sweat that will otherwise end up in the mitts and gloves.

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Thank you for taking the time to review our News & Updates. We look forward to seeing you in class soon.

Sincerely,

Nick & The First Defense Krav Maga Team

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Forward this  
email

STAY CONNECTED

