



FOR IMMEDIATE RELEASE

SOCO Chamber to Celebrate Grand Opening of RBE Fitness with October 3 Ribbon Cutting

Coach Nick's new South County fitness location will open with an official SOCO Chamber ribbon cutting followed immediately by a free community workout

ST. LOUIS, Mo. - Sept. 23, 2026 - The SOCO Chamber will celebrate the launch of RBE Fitness, a new fitness and personal transformation company founded by Nicholas "Coach Nick" Lunceford, with an official ribbon cutting ceremony on Saturday, Oct. 3 at 11 a.m.

The new RBE Fitness location is inside the NexCore building at 11820 Tesson Ferry Road, Suite 1507, St. Louis, MO 63128.

Immediately following the SOCO Chamber ribbon cutting, Coach Nick will lead a free community workout, giving attendees an opportunity to experience RBE Fitness and his training philosophy firsthand. The workout begins at 11:45 a.m., is open to all fitness levels and requires no registration. Attendees are encouraged to wear comfortable clothing and bring water.

RBE stands for Routines Build Everything, a philosophy Lunceford developed through his own experiences with fitness, discipline and personal transformation.

"Motivation fails. Routine stays."

For Coach Nick, that is more than a tagline.

His philosophy challenges the idea that people need more motivation to change their lives. Motivation can help someone begin, but Lunceford believes lasting change comes from building practical routines that continue working on the days when motivation disappears.

"The one person I want to reach is the person that has a big dream, but they're unable to accomplish it because they keep breaking promises to themselves," Lunceford said. "They have the ideas. They have the talent and skills. But the day gets away from them. They have no plan."

RBE Fitness helps close that gap.

Fitness Is the Starting Point

Coach Nick's training emphasizes high-intensity interval training (HIIT), calisthenics and practical strength that can be adapted to different fitness levels.

His attraction to calisthenics is rooted in accessibility and usefulness.

"Calisthenics is community," Lunceford said. "You can do it anywhere."

Rather than defining strength solely by the amount of weight someone can move in a gym, Lunceford emphasizes the ability to control and move one's own body - practical strength that translates into everyday life.

That approach also removes many of the barriers associated with traditional fitness programs. Workouts can happen at home, in a community setting or in a training space, and they can be modified for beginners while remaining challenging for experienced participants.

For Lunceford, however, physical fitness is only the beginning.

Building Something Bigger Than a Workout

The philosophy behind RBE was shaped in part by Lunceford's own journey.

Fitness became an important source of discipline and structure during a difficult chapter of his life. That training taught him something that ultimately became central to the RBE philosophy: how to keep a commitment to himself even when he did not feel like doing it.

Today, his own routine includes early mornings, stretching and yoga, push-ups, running with his dog, clearing his mind and intentionally creating time for himself before beginning the rest of his day.

Those actions are not dependent upon waking up motivated. They are routine.

Lunceford describes the problem this way: motivation might carry someone through the first week of change. Inspiration might help them through another. Eventually, however, there comes a morning when neither is enough. That is when routine matters.

"Sometimes I don't feel like getting out of bed," Lunceford said. "Sometimes I don't feel like showing up and being the best person possible. Sometimes I just want to lay there all day and do nothing. But what's happening in the background is the routine."

That philosophy is why RBE Fitness is more than a place to exercise.

Lunceford envisions RBE growing across fitness, wellness, education, speaking, community engagement and personal development, all connected by the idea that meaningful transformation requires practical action.

He is particularly interested in reaching people who have consumed plenty of motivational or self-development material but still struggle with what to actually do next.

"I don't want to be the motivational speaker," Lunceford said. "I want to be the person that, after you get done with me, you're actually going to take action right then and there."

A Community-Focused Beginning

Community is central to Lunceford's approach to fitness. He sees workouts as an opportunity to bring people together rather than simply an individual pursuit. HIIT and bodyweight training can involve friends, families and entire groups while still allowing participants to work at different ability levels.

That philosophy will be on display immediately following the Oct. 3 ribbon cutting. Instead of simply opening the doors and cutting a ribbon, Coach Nick will invite the community to stay and move.

The workout is free and open to the community.

The launch represents the beginning of a much larger vision for RBE Fitness. When asked what he hopes RBE looks like five years from now, Lunceford did not describe the number of locations, clients or memberships he hopes to have. He described people.

His goal is to look outward and see individuals who have improved their health and nutrition, strengthened their overall lives and then carried that transformation into their families.

That is ultimately what Routines Build Everything means: not one workout, not one motivational moment, but a routine repeated long enough to change what comes next.

SOCO CHAMBER RIBBON CUTTING & FREE COMMUNITY WORKOUT

Saturday, October 3, 2026

11 a.m. - SOCO Chamber Ribbon Cutting

11:45 a.m. - Free Community Workout

RBE Fitness

Inside the NexCore Building

11820 Tesson Ferry Road, Suite 1507

St. Louis, MO 63128

Free and open to the community. All fitness levels welcome. No registration required.

About RBE Fitness

RBE Fitness is a South St. Louis County-based fitness and personal transformation company founded by Nicholas "Coach Nick" Lunceford. RBE stands for Routines Build Everything, reflecting

the belief that sustainable change is built through structure, consistency and action rather than motivation alone. Through fitness, wellness, education, speaking and community engagement, RBE Fitness helps people build routines that strengthen their health, their lives and their ability to follow through on the promises they make to themselves.

Learn more at rbefitness.com or follow @314fitnessbyrbe on Facebook, Instagram, X, LinkedIn, TikTok and YouTube.

About SOCO Chamber

SOCO Chamber is a South County social enterprise focused on business and community development. Through initiatives including ribbon cuttings, business visibility, community engagement, leadership development and local partnerships, SOCO Chamber works to connect and strengthen the people, businesses and organizations that make South County thrive.

Learn more at thesocochamber.org.

MEDIA CONTACT

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Members of the media are welcome to attend. For interview requests with Coach Nick, photography or additional information about the ribbon cutting or RBE Fitness, please contact the SOCO Chamber.

Routines Build Everything.

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