



## *Fitness Coliseum*

BRIANNA MARRAH IS  
INTENT ON CREATING A  
MORE FIT COMMUNITY IN  
OWOSSO

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Photos and Story by Phil Eich,  
Storyville Social, as part of the  
Michigan Main Street Story  
Series

"I found out pretty early that I wanted to be involved in health and fitness. That passion started as nutrition, so I went to college for dietetics. Then while I was in college, I got a job at a gym working as a towel-folder and checking people in, and that just evolved to learning to teach classes and getting certified.

I moved away for a couple years to Florida, and when I came back, the previous owner of Fitness Coliseum was looking to sell the business. He approached me and said, 'I think you could do this. I don't think a lot of people can run a gym, but I think you could. I want to sell and I want to find someone who's going to carry it on and do well. If you're interested, let me know.'

I was 24 and didn't really have anything to lose, so I spent six months tracking down some money to make it happen.

I was able to buy the business and we've been growing and changing ever since. Originally, Fitness Coliseum focused more on personal training, but I've always had more of a passion for group fitness. I find it motivating, I love the community element of it, and it's always been something I've really enjoyed.

So when I took over, we transitioned the small groups into large group boot camp, and then after three years, we found a larger space and opened the CrossFit gym.

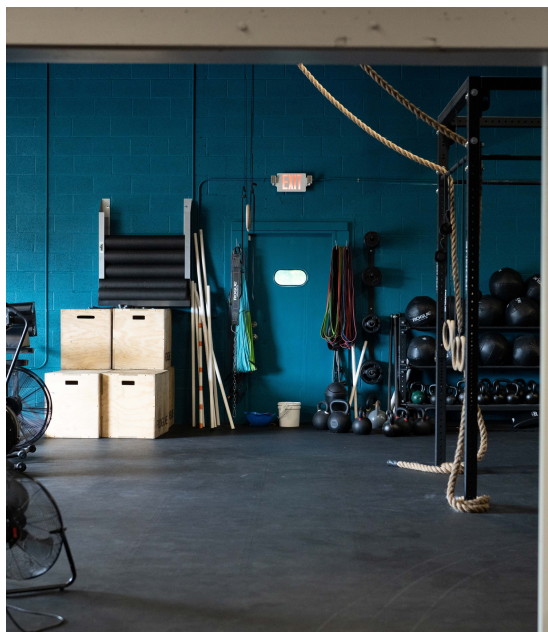


I'm a big proponent of 'The fitness you like is the best fitness for you' because you will actually do it.

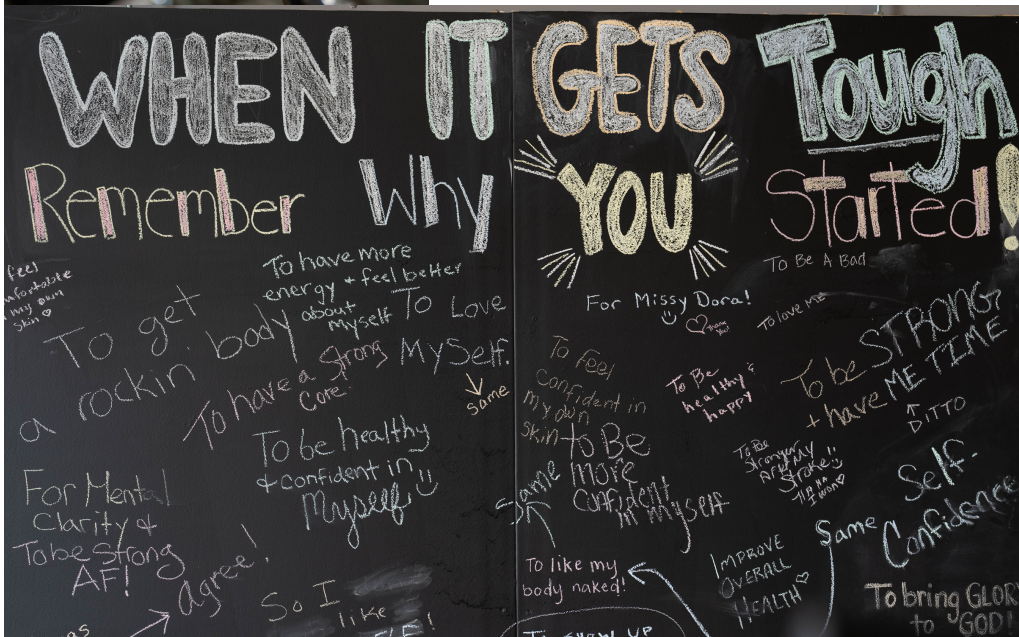
I would say my mission and purpose with Fitness Coliseum is twofold. The first is building people's confidence in and enjoyment of fitness, making people who would never ever have wanted to come work out and sweat every day actually want to do those things and enjoy them! A lot of times when you hear someone say, 'I don't want to exercise' they're really saying, 'I'm terrified to exercise.' So that's a big piece: building confidence in someone who is not naturally athletic.

For me, getting people into the gym is about using fitness as a way to bring people together.”

I live here. This is my hometown and I have always thought if I'm gonna live somewhere, I want it to be a great place to live, and being part of Main Street gives me the power and responsibility to help create that. For me, it has nothing to do with helping my business, it's just wanting to play a part in creating a vibrant downtown for people to enjoy."



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# Michigan Main Street Story Series



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