

*Yard*  
ATHLETICS





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# RAW, UNCUT, BACK TO BASICS

Yard Athletics is built on a simple principle: effective training doesn't need to be complicated—it needs to be done well.

Our “raw, uncut, back to basics” approach is rooted in high-performance strength and conditioning. We prioritize the fundamentals that actually move the needle—movement quality and intentional programming—applied with consistency and attention to detail.

There are no shortcuts, trends, or distractions. Just proven methods, high standards, and an environment designed for people who want to train with purpose.

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## **DOWNTOWN**

### *VANCOUVER*

Yard Athletics Downtown is our original 2,600 sq. ft. performance facility located in the heart of Vancouver. Every square foot is designed to support intentional training—whether that’s Personal Training, Small Group Training, or Athlete Development. The environment is tight-knit, coaching-driven, and rooted in accountability.

It’s where our foundation was built—developing athletes, professionals, and everyday individuals through consistent, structured training that prioritizes long-term progress over short-term intensity.

*307 W Pender St, Vancouver, BC V6B 1T3, Canada*

## **MOUNT PLEASANT**

### *VANCOUVER*

Yard Athletics Mt. Pleasant is our purpose-built expansion—designed to elevate both the training experience and coaching delivery.

This location separates training environments by intent:

- Upstairs is dedicated to Personal Training, allowing for a more focused, individualized coaching experience.
- Downstairs is built for Small Group Training, creating an energetic, structured environment without sacrificing coaching quality.

The space allows us to scale what we do best—delivering high-level programming and coaching—while maintaining the same standards, culture, and attention to detail that define The Yard.

*238 E 1<sup>st</sup> Ave, Vancouver, BC V5T 1A5, Canada*



# ILAN CUMBERBIRCH

## FOUNDER & OWNER

BACHELOR OF KINESIOLOGY  
CSCS



Ilan's love for sport and fitness started early. As a former professional athlete, he has experienced the rigours of sport from both an athlete's and a coach's perspective, enabling him to understand the commitment and dedication necessary to attain one's full potential.

Ilan's continuous thirst for knowledge, coupled with his years of experience in the high performance strength & conditioning field, allow him to program and coach his clients to the same level he would a professional athlete. His scientifically based training philosophy, coupled with his genuine passion, and contagious energy make training sessions a highly desirable component of everybody's lifestyle.

Designing and implementing periodized training programs with focuses on mobility, strength, power, speed and/or endurance training, utilizing a broad range of training methodologies; Ilan is able to meet and exceed your training objectives.

### TRAINING EXPERIENCE

- 15+ years strength and conditioning training
- Owner/Director of Strength & Conditioning for Factory Hockey Player Development
- Certified Strength & Conditioning Specialist through the National Strength & Conditioning Association
- Bachelor of Kinesiology, UBC
- Dual-sport athlete (hockey & rugby)

### WHO'S IN THE GYM WITH ILAN?

- NHL, Pro, Collegiate, Junior & youth hockey players
- Professional athletes – rowing, rugby, soccer, football
- Business executives and entrepreneurs

A man wearing a black baseball cap and a grey t-shirt with the 'Yard Athletics' logo. He is looking down at a barbell with a weight plate.

# SAM

**General Manager**  
BKIN, CSCS

Sam has been working as an athlete and coach in the strength and conditioning industry since 2008.

As an athlete Sam has participated at both the collegiate and university level, representing his country on the international stage during that time.

A man with a beard and a black baseball cap, wearing a dark t-shirt. He is performing a lift with a barbell, with a weight plate labeled 'ROGUE 45LB' visible.

# LUKE

**Strength & Conditioning Coach**  
BA HSCI, CPT

An active lifestyle and athletics have always been a part of Luke's life. A former collegiate quarterback, Luke was forced to end his football career due to injury. This setback became his catalyst for change and Luke became focused on maximizing his physical potential through training.

His understanding of the human body and the power of the mind became the focal point in his training regimen and daily life.

A man wearing a blue t-shirt with the 'Yard Athletics' logo. He is smiling and holding a barbell with a weight plate labeled '35LB' above his head.

# MICHAEL

**Studio Manager, Strength & Conditioning Coach**  
MSc BSc CSCS

Michael Gordon, a dedicated Strength & Conditioning Coach at Yard Athletics in Vancouver, brings a Master's in Sports Performance and a Bachelor's in Sports Science. Certified with a CSCS, Michael tailors enjoyable and challenging workouts for all fitness levels, from 16-year-old rugby players to those starting at 70. Beyond the gym, he enjoys Gaelic football, hiking, scuba diving, and surfing.



## CHELSEY

**Strength & Conditioning Coach**  
CPT, PPSC

A vibrant Strength & Conditioning Coach with 8+ years of experience, reshapes the narrative of athleticism through individual potential and strength honed in Martial Arts and boxing. Tailoring her approach to desk-related discomfort, athletes, and fitness enthusiasts, Chelsey prioritizes perfecting fundamentals and acquiring new skills, promising an elevated and enjoyable gym experience with tangible results.



## MATT

**Director of Performance, Strength & Conditioning Coach,**  
NSCA-CPT, PSL1

Matt, a former electrician turned certified personal trainer with 7+ years of experience, caters to diverse clients, from business professionals to beginners. With a focus on real results, he brings a direct and outcome-focused approach, using his deep understanding of exercise science. Matt creates a supportive environment, ensuring clients leave each session feeling alive and inspired.



## ORIANA

**Strength & Conditioning Coach**  
CPT

Oriana's roots are in competitive swimming which laid the foundation for her fitness and coaching journey. Her transition from a team sports background to individual gym sessions inspired her to become a coach. She envisioned creating a team-centric atmosphere, where individuals could push their limits in a professional, fun and engaging environment. She enjoys being active from training for triathlons and Muay Thai, to walking her dog.



# MACKENZIE

Strength & Conditioning Coach  
MKin BHK ACSM-CPT

Athletics have shaped Mackenzie from a young age, with hockey sparking her passion for movement and performance. She holds a Bachelor of Human Kinetics and a Master of Kinesiology, with experience coaching varsity athletes. Her energetic, science-based approach helps clients of all levels build strength, move better, and gain lasting confidence.



# THEA

Strength & Conditioning Coach  
GGs-1, CPPC, PN L1

Thea is a lifelong athlete, mom, and performance-driven coach. With a foundation in competitive sports, endurance training, and strength development, she brings the discipline of an athlete and the perspective of motherhood into everything she does. Her mission is to help clients train with purpose, push beyond limits, and feel powerful in every stage of life.



# KELLY

Strength & Conditioning Coach  
CPT, CGI

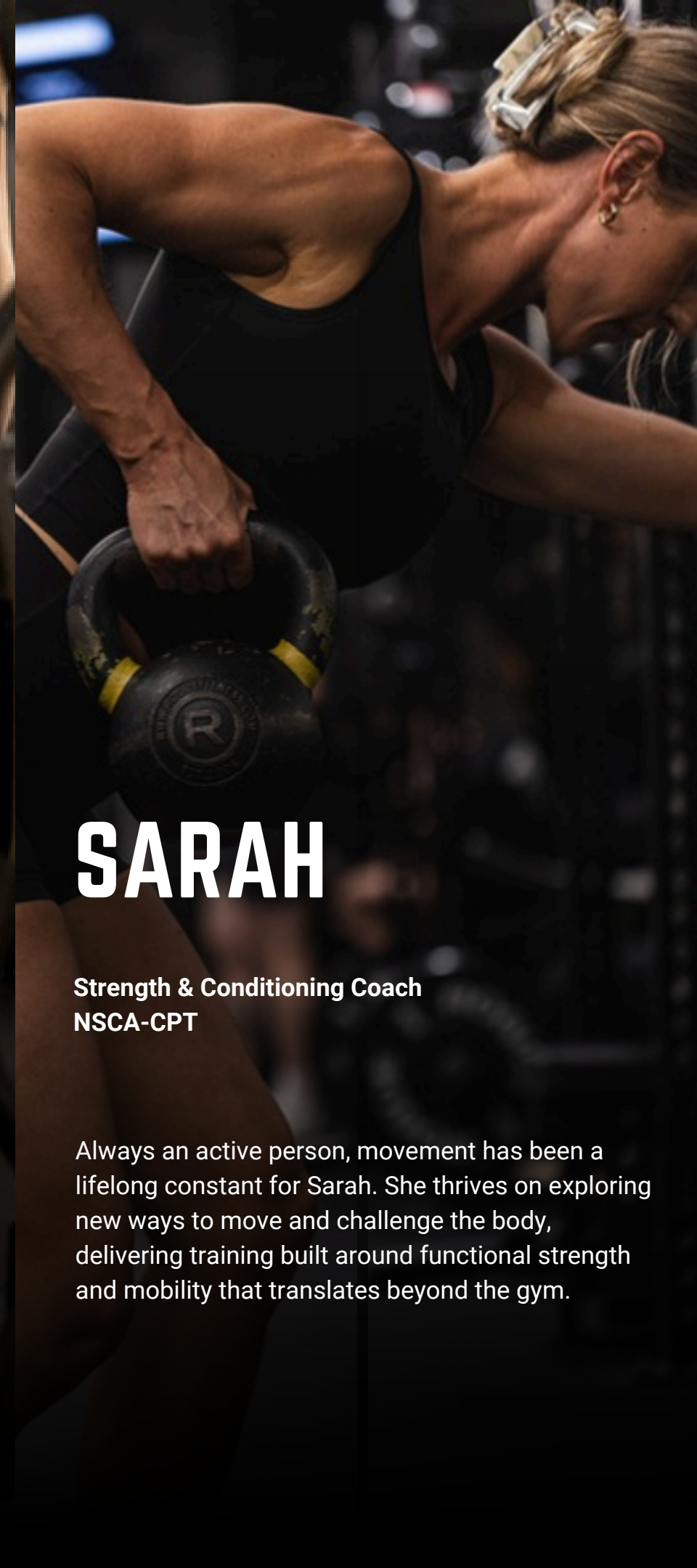
Movement has been a part of her life for as long as she can remember. Kelly discovered the power of staying active not just for physical health, but as a vital tool for mental well-being.



# AINSLEY

Strength & Conditioning Coach  
NSCA-CPT, BSC

Ainsley has spent her life as both an athlete and a coach, building her career around performance, discipline, and competition. Growing up in Sun Peaks, BC, she was immersed in sport—skiing, snowboarding, hockey, and high-level soccer. She went on to play varsity and semi-pro soccer while competing in slopestyle snowboarding, always pushing her limits and training in the gym from a young age.



# KAI

Strength & Conditioning Coach  
BA, CPT

From an early age, sport has played a central role in Kai's life. Growing up immersed in athletics, he developed a strong foundation in discipline, teamwork, and performance. A former collegiate football player, Kai transitioned into strength and conditioning to help others unlock their physical potential.

# MICHELLE

Strength & Conditioning Coach  
NSCA-CPT, Pre/Postnatal Certified

Michelle has been an athlete from a young age, competing in soccer at the college and university level. Now passionate about helping women maintain their strength through pregnancy and rebuild confidence postpartum, she coaches with an athlete mindset and a personal touch.

# SARAH

Strength & Conditioning Coach  
NSCA-CPT

Always an active person, movement has been a lifelong constant for Sarah. She thrives on exploring new ways to move and challenge the body, delivering training built around functional strength and mobility that translates beyond the gym.

# THOMAS

Strength & Conditioning Coach  
NSCA-CPT, BSC

COMING SOON

# DOWNTOWN LOCATION



# DOWNTOWN EQUIPMENT

- 2600 SQ FT HIGH PERFORMANCE TRAINING FACILITY
- 6 ROGUE FITNESS LIFTING STATIONS
- 2 ROGUE FITNESS POWER RACKS
- DUMBBELLS RANGING FROM 5-125LBS
- 50FT TURF
- KETTLEBELLS RANGING FROM 15-175LBS
- MEDICINE BALLS RANGING FROM 10-50LB
- 2 KEISER FUNCTIONAL TRAINER
- 2 CONCEPT 2 ERG
- 6 ROGUE ECHO BIKES
- ROGUE LOW CABLE/LAT PULLDOWN
- ROGUE REVERSE HYPER/GHD
- ROGUE OHIO OLYMPIC BARBELLS
- ROGUE BUMPER PLATES
- 4 ROGUE SOFT PLYO BOXES
- VARIOUS SPECIALITY BARS
- ROGUE SLED
- VARIOUS OTHER LIFTING ACCESSORIES
- RECOVERY TOOLS

# MOUNT PLEASANT LOCATION



# MOUNT PLEASANT EQUIPMENT

- 2600 SQ FT HIGH PERFORMANCE TRAINING FACILITY
- 1800 SQ FT SMALL GROUP TRAINING AREA
- 800 SQ FT PERSONAL TRAINING AREA
- 8 X IRWIN FITNESS SUPPLY CUSTOM SQUAT RACKS
- 8 X DEDICATED LIFTING PLATFORMS WITH IMPACT ZONES
- POLYURETHANE DUMBBELLS 5-125LBS
- POLYURETHANE BUMPER PLATES
- CERAKOTE KETTLEBELLS
- IWF STANDARD OLYMPIC BARS
- INBODY COMPOSITION SCANNER
- 2 X KEISER FUNCTIONAL TRAINERS
- IRWIN FITNESS SUPPLY GHD/REVERSE HYPER
- IRWIN FITNESS SUPPLY HI/LO ROW
- 6 X ROGUE ECHO BIKES
- VALD PERFORMANCE FORCE DECKS
- VARIOUS SPECIALTY BARS
- VARIOUS STRENGTH TRAINING ACCESSORIES
- RECOVERY TOOLS

# 1:1 PERSONAL TRAINING

1:1 Personal Training at Yard Athletics is our most individualized and results-driven service.

We start with a detailed consultation to understand your training background, goals, and movement capacity. From there, your program is built and progressed with intent—aligned to your specific objectives, whether that's performance, strength, or long-term health.

Each session emphasizes:

- Technical execution
- Progressive programming
- Accountability and consistency

This is not just a workout—it's a structured training system designed to produce measurable results.



# 2:1 PERSONAL TRAINING

2:1 Personal Training delivers the same level of coaching, structure, and programming as our 1:1 model, within a shared training environment.

This format is ideal for training partners who want a more cost-effective option without compromising on coaching quality. Each session is still guided by a coach, with individualized adjustments made based on ability, goals, and progression.

You benefit from:

- Personalized programming within a shared session
- Real-time coaching and technical feedback
- Added motivation and accountability from a training partner

It's a balance of individualized attention and shared energy—without losing the integrity of the program.



# SMALL GROUP TRAINING

Small Group Training is the backbone of Yard Athletics—where structured programming meets a high-energy training environment.

Every session follows a progressive training plan designed to build strength and develop movement over time.

Groups are intentionally kept small to ensure:

- Technical feedback and attention to detail
- Clear structure and flow within each session
- Scalable programming for all levels—from beginners to high-level athletes

Each session is strategically designed within 4-week periodized blocks, taking clients from work capacity to general strength, and ultimately to higher intensity strength and power.

It's the most accessible way to train at a high level—without sacrificing quality.

# OPEN GYM

Seeking exclusive access to a High Performance Training Facility?

Looking to follow your own program, without the guidance of a coach?

Yard Athletics Open Gym Membership provides all of that, and more.

- GUARANTEED access to individual training space and equipment
- FREE Access to Yard Online Training Series for your 1st month
- \$150/Billing Cycle | No Contract



# CUSTOM ONLINE COACHING

Yard Athletics' Custom Online Coaching brings The Yard experience to you—anywhere, anytime.

Our coaches design fully tailored programs based on your goals, movement capacity, training history and equipment availability. Every plan is structured, progressive, and adaptable, giving you the same high-performance approach you'd get in-person. Optional check-ins and program adjustments ensure you stay on track and continue to progress, whether you're at home, traveling, or away from the gym.



# NUTRITION COACHING

Yard Athletics' Nutrition Coaching goes beyond generic advice—it's about understanding how food fuels your performance and your life.

We build habits that support your goals, whether that's strength, performance, or overall health. Our approach focuses on long-term understanding and sustainability, teaching not just what to eat, but why and how it impacts your body.

Coaching is tailored to your lifestyle, training demands, and objectives, ensuring measurable improvements alongside your training.



# HOCKEY PROGRAM

For over 15 years, our Yard Athlete Development: Hockey Program has guided hockey athletes through off-season development that works. With periodized strength and conditioning programming, individualized coaching, on-ice speed integration, and performance monitoring, athletes build strength, power, and resilience—training smarter to perform at their peak and progress confidently toward higher-level on ice performance.

*"Thank you for everything this summer - nothing like The Yard!"*

**- CONNOR BEDARD**

*"Spending this summer training at The Yard with Cumbo has been an incredible experience. From day one he welcomed me with energy, expertise, and a genuine passion for helping people grow. The atmosphere at The Yard is second to none, Whether you're a seasoned athlete or just starting your fitness journey, The Yard makes you feel at home. Shoutout to my Boy Cumbo... best in the biz "*

**- ZACH BENSON**



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# CORPORATE TRAINING

Yard Athletics' Corporate Training programs bring performance-based strength and conditioning to teams and organizations.

Programs are structured to improve employee wellness, mobility, and resilience, all while fostering accountability and engagement. Sessions can be delivered on-site, at Yard Athletics, or remotely, and are tailored to the group's goals—helping teams move better, reduce injury risk, and build sustainable habits that extend beyond the workplace.



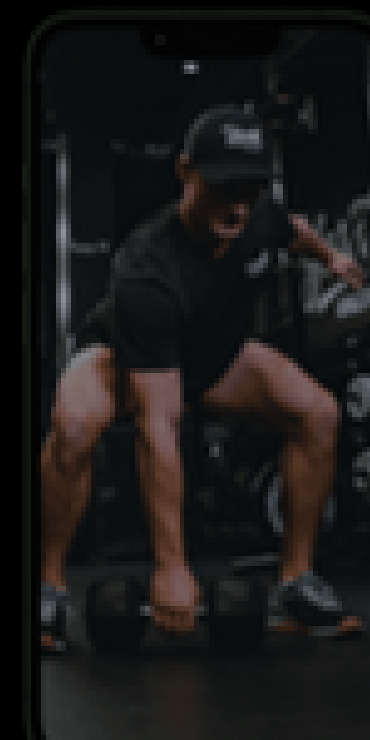
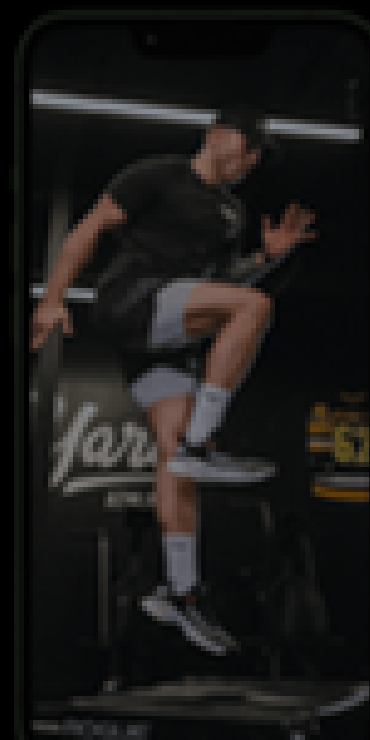
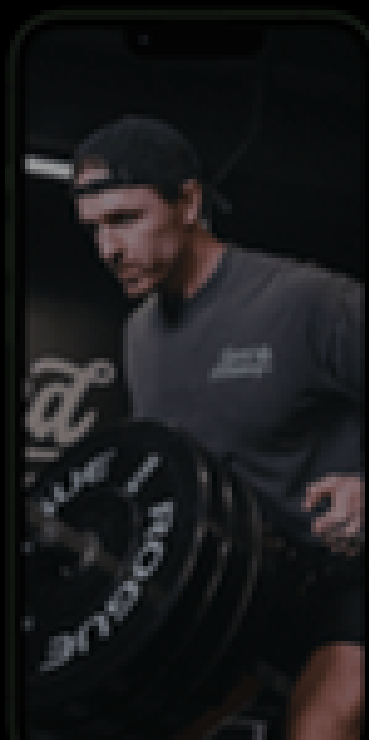
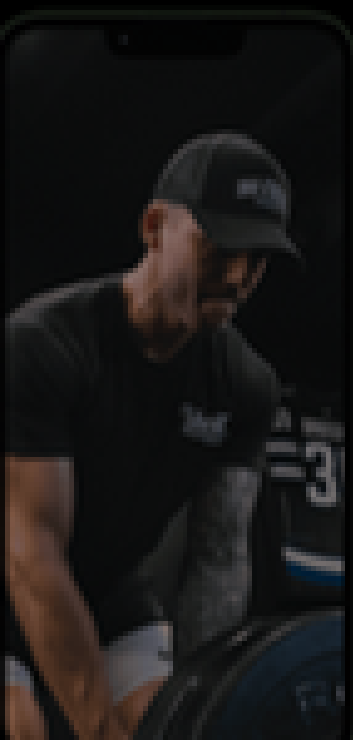
# ONLINE TRAINING PROGRAMS

PROGRAMS THAT DELIVER THE KIND OF RESULTS PRO ATHLETES INSIST ON.

**\$30 / MONTH**

Our Online Training Programs give athletes and fitness enthusiasts access to structured, progressive workouts designed by Yard Athletics' expert coaches.

Programs are goal-specific, ranging from 4–12 weeks, with video demonstrations and clear instructions for every exercise. This service is ideal for people who want the structure and methodology of Yard Athletics, but with the flexibility to train anywhere.



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# DOWNLOAD OUR YARD ATHLETICS APP

Book and buy, receive updates and stay connected with our very own Yard Athletics App. Click the App store or Google Play to Download.



Download on the  
**App Store**



GET IT ON  
**Google Play**



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# CONTACT INFORMATION

## DOWNTOWN

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