

# Beachbody® Super Trainer Joel Freeman leading Mixed Martial Arts-styled workout at Dentsply Sirona World

This knockout program coached by the fitness expert is the first of two health and wellness activities hosted at the Ultimate Dental Meeting

**CHARLOTTE, N.C. (June 19, 2017)** – Recognized for exemplary educational content and electrifying entertainment, Dentsply Sirona World offers more than the average dental conference, including exhilarating and enjoyable fitness activities for those who like to start their day with a sweat!

Ultimate Dental Meeting attendees can kick-start their day on Friday with a 60-minute workout session led by Beachbody Super Trainer and international certified fitness trainer Joel Freeman. The session will consist of a Mixed Martial Arts-styled (MMA) workout program that is suitable for attendees of all ages and fitness levels; the workout can be modified depending upon your level of comfort. Beginning at 7 a.m. on Friday, Sept. 15, this is the first health and wellness activity of the three-day event.

Following the workout, event attendees can enjoy a one-hour meet and greet and pose for a photo with Freeman. The meet and greet is available to all Dentsply Sirona World attendees. Details on the location of Freeman's workout session and the meet and greet will be announced in the coming weeks.\*

Freeman's career in the health and fitness industry, spanning more than 15 years, has motivated many to get fit and make healthier choices through diet and exercise. His passion for teaching and showing others how to live such healthy and fulfilling lives encouraged him to team up with fellow Super Trainer Jericho McMatthews and Beachbody to create CORE DE FORCE™, a 30-day MMA-styled training program.

"Joel Freeman complements the already-dynamic lineup of celebrity guests at Dentsply Sirona World 2017," said Senior Vice President of the U.S. RCO Michael Augins. "Encouraging our community to support a vigorous, healthy lifestyle is important to Dentsply Sirona as a global organization and having a burgeoning fitness guru like Freeman motivate attendees only enhances the overall experience."

Located at The Venetian and The Palazzo in Las Vegas from Sept. 14-16, Dentsply Sirona World comprises 11 specialized educational tracks, more than 100 Breakout Sessions, riveting General Sessions, energizing health and fitness activities, and remarkable entertainment. This annual event is a game changer for every dental professional.

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Visit [www.dentsplysironaworld.com](http://www.dentsplysironaworld.com) for the latest event announcements and agenda updates. Registration to the Ultimate Dental Meeting is filling fast, so visit the site now to sign up today. For any questions, contact the event help desk by phone at 844.462.7476 or by email at [events@dentsplysironaworld.com](mailto:events@dentsplysironaworld.com).

*\*The event website [www.dentsplysironaworld.com](http://www.dentsplysironaworld.com) is the best resource to learn event updates.*

