

FOR IMMEDIATE RELEASE

Netherland's Largest Strength & Fitness Festival takes place: Euro Muscle Show Hits Amsterdam RAI on July 13-14

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Mark your calendars, fitness enthusiasts! The Netherland's premier celebration of strength & fitness, the **Euro Muscle Show**, kicks off for a powerhouse weekend at the Amsterdam RAI on July 13-14.

The two-day festival promises an electrifying display of athletic competitions with prowess on display across a wide range of disciplines. Witness the raw power of Strongman competitions, the grit and determination of powerlifters, and the tactical brilliance of MMA and boxing matches. Over 1,200 professional & amateur athletes will be vying for glory, making this an event unlike any other.

But that's not all! Euro Muscle Show caters to all fitness enthusiasts. Get inspired by functional fitness showcases, witness the grace and power of Brazilian Jiu-Jitsu, and be amazed by the feats of street lifting athletes.

And for bodybuilding fans, the event features a landmark competition – the first professional bodybuilding event held in the Netherlands in two decades.

More Than Just Competition

Euro Muscle Show is more than just sporting competitions. It's a festival of fitness designed to inspire and motivate attendees of all levels. Learn from the best at the Pro-Athlete Conference, where legendary athletes share their insights and experiences. Explore the latest fitness trends and innovations at the expansive trade show featuring gym technologies, the hottest gym fashions, and leading energy supplement companies.

Unmissable Event with Star Power

This year's Euro Muscle Show boasts an incredible line-up! Visitors will be able to meet & greet a number of sporting stars such as Nouchka Fontijn, the Netherlands' first ever Olympic boxing medal winner; Mitchell Hooper, a world's strongest man winner, and champion bodybuilders such as Kevin Levrone, William Bonac, Andrea Shaw and the "*Dutch Oak*" Wesley Vissers.

Tickets on Sale Now

Don't miss your chance to be part of Netherland's largest strength & fitness festival! Tickets for the Euro Muscle Show are on sale now.

Visit www.euromuscleshow.com for more information and to secure your spot.

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About Euro Muscle Show

Euro Muscle Show is the ultimate strength and fitness festival, bringing together the best athletes, trainers, and fitness enthusiasts from across Europe. It's a weekend-long celebration of dedication, hard work, and achieving fitness goals.

Note to Journalists

One of the organisers of the show is William Bonac. An Amsterdam native, William is a champion bodybuilder who has appeared in competitions all around the world, and has won the noted Arnold Classic bodybuilding competition on two occasions. He is also a successful businessman with his own successful fitness supplement brand.

William is available for interviews.

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