



Press Release Contact Information:

Shonda Goucher
Big Dog Sports and Fitness
Owner
3815 NE 280th
Lathrop, Missouri
United States, 64465
Voice: 800-518-9538
E-Mail: [Email us Here](mailto:Shonda@bigdogfit.com)
Website: [Visit Our Website](http://www.bigdogfit.com)

Bigdogfit.com Affordably Gears Athletes Up With New Web Site

Newly launched Web site from Big Dog Sports and Fitness offers a wide array of low-priced sporting goods to online customers.

/24-7PressRelease/ - LATHROP, MO, July 19, 2008 - Amidst rising economic concerns, demand for affordable alternatives to high-cost sporting equipment is on the rise. As consumers seek to continue athletic hobbies while simultaneously cutting-back on costs, a number of online retailers are springing into action.

One such company, Big Dog Sports and Fitness, is answering this growing demand with affordable high-quality athletic gear from some of today's most popular manufacturers. Through its Web site, Bigdogfit.com, the company gives customers access to Akadema, Easton, Rawlings, and Teamwork Athletic products for, what it says, are a fraction of the normal price.

Shonda Goucher, Owner of Big Dog Sports and Fitness, said, "Our goal is to give everyone a chance to get the sporting goods they need at a price they can afford. Times may be getting a bit tougher, but that doesn't mean people want to stop playing sports." She continued, "We want to help people to be able to keep playing, and so we have launched our Web site to do just that."

By offering sports gear online, the company has tapped into a means for achieving less overhead expense than traditional store business models. This, says Goucher, is what enables Bigdogfit.com to offer its customers prices that are 30% below the manufacturer's suggested retail price.

Big Dog's website currently offers a wide-range of discount baseball and softball products as well as nutritional supplements for enhanced training performance. Though the company's initial inspiration was to provide low-cost uniforms for youth leagues, today Bigdogfit.com outfits athletes of all ages and abilities with team uniforms, baseball gloves, bats, bags, bat racks, protective padding, accessories, apparel, and footwear.

Goucher says it's also important to show consumers how to get the best from their sports equipment. Thus Bigdogfit.com also offers advice to complement its product range, showing athletes, for example, how to select the right baseball glove or how to break a new mitt in.

In the coming months Bigdogfit.com customers can expect to see rapid expansion as the company plans to add full lines for track and field, lacrosse, football, cheerleading, soccer, volleyball, hockey, basketball, and official referee gear.

About Big Dog Sports and Fitness:

Big Dog Sports and Fitness is an online retailer of discounted sports equipment, athletic apparel and accessories as well as performance enhancing supplements. The company currently sells over 130 items from the Akadema line in addition to a broad spectrum of goods from Easton, Rawlings and Teamwork Athletic.

Contact:

Shonda Goucher
Big Dog Sports and Fitness
3815 NE 280th St.
Lathrop, MO 64465
Email: bigdogfit@bigdogfit.com
www.bigdogfit.com

About Big Dog Sports and Fitness

Big Dog Sports and Fitness offers a wide array of sporting goods to online customers. We also work with schools and other sports leagues by offering competitive prices and free estimates. For further information please visit us at www.bigdogfit.com.