

MAX MUSCLE NEBRASKA PRESENTS

MAX MUSCLE SUPERHEROS

At Max Muscle our passion is to help people look, feel, and perform at their best, and to get the results they deserve. We meet people everyday who have made health and fitness a way of life, people who have changed their lives, and through their dedication and lifestyle, they have become an inspiration to others. We present to you Max Muscle Superheroes.



Cory Lyons

- Husband & Father of 2

- Customer with Max Muscle since the doors opened

- Project Manager & Superintendent for Davis Erection

- Uses his family as motivation to continue living a healthy lifestyle and staying active

Tell us a little about yourself. My name is Cory Lyons, 32 years old, born and raised in Lincoln, NE. I have been married to my beautiful wife Katie for 8 years this September and the Lord has blessed us with two energetic young boys. Braxton who is 3 1/2 years old and Carter J who is 4 months old keep us both very busy. I am a Project Manager/Field Superintendent for a local construction company Davis Erection and I attend the University of Nebraska pursuing my Masters Degree in Construction Engineering.

How would your friends describe you? My friends would describe me as a good husband and father who is loyal and honest, energetic and extremely driven and goal oriented. But you might want to ask a few.

What motivated you to become passionate about health, fitness, and proper nutrition? My early motivation came from the ending of my athletic career. I needed to find something to fill that void of training for some athletic event. Now my motivation is my family, I want to make sure that I am around for a very long time and will be able to compete at a high level with my boys.

Describe workouts you typically do. I have a six day split, working each body part once a week. Allowing my body plenty of time to heal after each work out, I do a variety of different work outs constantly changing things up to shock my system.

Which Nutritionist do you usually work with, and what location do you most often visit? I work with Steve Luchino at the original Max Muscle at 27th and Pine Lake road in Lincoln, but all the guys at each of the stores have the knowledge to get anyone to their goals.

Why is fitness important to you? Fitness isn't just important to me it is a way of life. I plan on being around for my kids for a long time, it also has helped me deal with the stresses of everyday life, allowing me a release from everything while I am training.

"Now my motivation is my family, I want to make sure that I am around for a very long time."