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Local entrepreneur and health enthusiast, Charles D. Kirsch launches Buffalo Sports and Wellness Association

BUFFALO, NY – New York's Nickel city welcomes a new hands on approach to health and wellness into the area, The Buffalo Sports and Wellness Association (BSWA).

The BSWA is a non for profit organization dedicated to providing Western New York with the tools to live an active and healthy lifestyle. The organization hopes to serve the Buffalo area as a knowledge base for healthy living, healthy eating and health related community events.

The BSWA will offer community sports leagues for all levels of athleticism, nutritional advice via their interactive website, recommended training regimens and community sponsored events and programs in an attempt to help make Buffalo, NY a healthier, more vibrant community. So, weather you are looking for a new running route or a new health recipe to wow your family, Buffalo Sports and Wellness can help you.

Charles Kirsch, known to his friends and family as Chas, is businessman by day and health enthusiast always. Chas started BSWA as a means to fuel his passion for health and spread his knowledge to the rest of the Buffalo community. He is a veteran to the local triathlon circuit and avid runner, bicycler, swimmer, basketball player and all around competitor.

BSWA will soon be announcing their fall sports league and events schedule. For more information or to register to participate in the leagues log on to www.healthybuffalo.org.
