AthletesWorld

WINTER 2026

A BURBAYNE™ MAGAZINE



FEATURED ATHLETE PROFILE

# Priscilla Peterson

Personal Trainer / Coach based in Mount Horeb, WI, United States

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Priscilla Peterson, Personal Trainer / Coach based in Mount Horeb, WI, United States

## ABOUT PRISCILLA

Priscilla is a personal trainer/coach based in Mount Horeb, WI, United States with an interest in Running / Jogging, Fitness / Gym, and Hiking. Priscilla is open to exploring new brand partnerships, sponsorships, and other opportunities.

## ATHLETE PROFILE

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| Name | **Priscilla Peterson** |
| Location | **Mount Horeb, WI, United States** |
| Athlete Status | **Personal Trainer / Coach** |
| Sports / Activities | **Running / Jogging • Fitness / Gym • Hiking** |
| Available for Opportunities | **Yes** |

For Priscilla Peterson, fitness has never been just a hobby—it has been a lifelong passion, a source of purpose, and a way of inspiring others. At 54 years old, Priscilla is a dedicated fitness enthusiast, trainer, and coach whose love for physical activity began in childhood. From creating her own exercises in grade school to organizing neighborhood bike races, football games, swimming competitions, and running challenges, her competitive spirit was evident early on. Growing up, she participated in gymnastics, swim team, spirit squad, and powder puff football, developing a deep appreciation for athleticism and determination. Today, that passion continues through her love of competitive sports, especially hockey, lacrosse, gymnastics, and track and field.

Since 1996, Priscilla has explored numerous areas of fitness, ultimately discovering her true passion for

sports performance training, functional fitness, strength and conditioning, and physique transformation. As a trainer and coach, she finds tremendous fulfillment in helping people of all ages discover their strength, build confidence, and achieve goals they once thought were out of reach. Her philosophy is rooted in one powerful belief: "Consistency Is Key!" Whether she is challenging herself physically or guiding her longtime clients toward meaningful results, Priscilla believes that dedication, discipline, and perseverance are the foundations of lasting success.

Beyond fitness, Priscilla's greatest pride is her family. Alongside her incredibly supportive husband, Erik, she is the proud mother of nine active and talented children: Konur, Maja, Annalis, identical twins Hakon and Erik, Thor, Kajsa, Annika, and AnnaKarina. Her family keeps her motivated, grounded, and young at heart, often repeating the very motivational quotes she once shared with them. When she isn't training or coaching, Priscilla enjoys spending time at the family lake house, cooking, baking, embracing outdoor adventures, and indulging her love of trucks—especially Fords. A firm believer that fresh air is the best medicine, she treasures every opportunity to enjoy the outdoors with the people she loves most.

What truly drives Priscilla is a simple yet powerful mindset: "I do things because I CAN." Inspired by her husband's unwavering support, her children's energy, and the incredible progress of her clients, she continues to push boundaries and lead by example. Her goals remain clear: inspire and educate others to pursue healthier, stronger lives, continue strength and conditioning training at every age, and always put family first. For Priscilla, fitness is about far more than physical appearance—it's about embracing life's possibilities, celebrating what the body is capable of, and proving that strength, passion, and personal growth have no age limit.

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