



Ruler Boxing Moves Toward Virtual Martial Arts Instruction

April 01, 2020

April 01, 2020 - PRESSADVANTAGE -

Like many businesses, Ruler Boxing has had to adapt and pivot their previous marketing strategies in recent months. Based in Colorado, Ruler Boxing is a martial arts instruction built on the tai chi ruler forms.

Owner, Fred Jennes, launched his website, <https://rulerboxing.com>, in February 2020. "I was hoping to start doing workshops at martial arts schools across the United States; obviously, that's not going to happen at the current time," Jennes commented.

Social distancing has forced Jennes to cancel all upcoming workshops, yet he remains optimistic. Jennes stated that "there is a silver lining to the recent events of social isolation." He continued by stating, "I've had to rethink my marketing strategy from the ground up; however, it's allowed me to push the boundaries of where I was initially going."

Jennes has started shifting his focus toward online classes and his YouTube channel. "It honestly felt like a natural progression," Jennes stated. Jennes has dabbled in recording instructional videos for the Ruler Boxing techniques for several years. Currently, he has six videos that outline the core principles of ruler

boxing.

Ruler Boxing is a martial art based on the t'ai chi ch'uan ruler form and utilizes the Chinese ruler—a 10-11' long wooden implement. Jennes explains that the initial t'ai chi form used the ruler to help early practitioners with proper hand placement and movements.

The ruler has a secondary function within the Ruler Boxing system. As with many forms of martial arts, the Chinese ruler can also be used as a short-range weapon, similar to a baton. However, because the rulers are typically 2 inches or more in diameter, the ruler is a much heavier object.

Jennes, emphasizes the following:

• Ruler Boxing is taught by a dedicated and skilled instructor.

• Ruler Boxing can be learned by young and old alike.

• Ruler Boxing can be practiced by men and women.

• Ruler Boxing can be used for self-defense.

• Ruler Boxing complements other martial art forms.

Another issue that was uncovered by recent current events resides in Jennes' previous supply chain. "I used to be able to have custom rulers made through a vendor in California," Jennes commented. "Obviously, the disruption to their supply chain has affected the quantity and material availability."

Jennes sees this as a minor inconvenience though. He stresses the mechanics of Ruler Boxing can be applied using nearly any short-range tool. In fact, Jennes has suggested that in lieu of recent shortages, a wooden dowel or even French rolling pin may be sufficient if a ruler is not readily available. More traditional martial arts practitioners may also find that short-range weapons may be substituted in order to blend their training with the concepts of Ruler Boxing.

For more information about Ruler Boxing, Jennes recommends people connect with him through his website or Facebook page.

###

For more information about Ruler Boxing, contact the company here: [Ruler BoxingFred](#)

Jennessifufred@rulerboxing.com2032 Buena Vista Court, ?Greeley, Colorado 80634

Ruler Boxing

Ruler Boxing? is the fighting form of the taiji ruler. Although there are many qigong forms which use the tai chi ruler for qi cultivation, no fighting form has been documented in the literature, or passed down through a martial arts family.

Website: <https://rulerboxing.com/>

Email: sifufred@rulerboxing.com



Powered by PressAdvantage.com