
9th Street SE
FESTIVAL PARKING
ATHLETE + VENDOR PARKING
STEP RIGHT UP!
Enter here
RESTROOMS
DJ
STAR CITY STRONG ZONE
Competition + Athlete Area
THE MIDWAY
- including the spectacular -
STRONGKIDZ ZONE
hosted by the Play for All Foundation
PLAY FOR ALL FOUNDATION
DISCOVERY ZONE
Activities • Shopping

4TH ANNUAL STAR CITY STRONGFEST 2026 • ZONE DIRECTORY

STAR CITY STRONGFEST

Star City StrongFest is Roanoke's strongest FREE family festival. It is presented by Serious Steel Fitness, brought to you by the Star City Strong Foundation 501c3 and supported by powerful partners-in-mission throughout our community - and beyond.

STEP RIGHT UP!

Enter here

★Welcome Tent
★Activity Tent in partnership with ADHD Counseling in the Roanoke Valley & LostBoys Strength & Conditioning
★ Chariot Social Carts
★Arete Pole Fitness
★The Tipsy Trivet
★Ginny Lee Creations
★ Kind Brew Coffee & Tea House
★Serious Steel Fitness
★Buff Stuff Supplements
★Lancerlot Sports Complex
★Alchemy Sports Performance & Rehabilitation
★Asklia Concierge
★I Heart SE
★Noble Boots Bookshop

EATS, TREATS & SIPS

Chariot Social Carts

Kind Brew Coffee & Tea House

Leo's Birria Tacos

WWW.STARCITYSTRONGFEST.COM

THE MIDWAY

★Roanoke Taekwondo & Ninja Academy
★Orangetheory Fitness Roanoke
★Star City Foam Flingers
★Redemption Church
★Carna Coaching
★CrossFit Unwritten
★BOCO Fit Rage / BOCO Wellness Challenge
★Special Olympics VA Area 8
★SuperKicks Karate
★Hustle/Haven
★Simply Fitness by Diane
★Grounded Essence

DISCOVERY ZONE

★Nordic Bliss Mobile Sauna
★Highland Spine + Sport
★AED Team
★YAMAMA & Lil' Yogis Yoga Studio
★The Blinded Truth Podcast
★Oom Yung Doe Roanoke
★YogaSix Roanoke
★SWVA Connections Co
★ Leo's Birria Tacos
★New York Life
★Scentsy (L Marie Freeman)
★Intertwist
★Pella Windows & Doors of Virginia
★Three International

SSF SERIOUS STEEL FITNESS

PLAY FOR ALL FOUNDATION

STAR CITY STRONGMAN

STAR CITY STRONG FOUNDATION

STAR CITY STRONG ZONE

11th Annual Star City Strongman

★SERIOUS STEEL STONES★
presented by Serious Steel Fitness

★THE WHEEL OF ALCHEMY★
Conan's Wheel presented by Alchemy Sports Performance & Rehab

★THE RENEWAL PRESS★
Circus Dumbbell presented by Renewal by Andersen

★STAR CITY SXS 4-WHEELER DEADLIFT★
presented by Star City SXS & ATV Club

★LIFT ARC CAR DEADLIFT★
presented by Lift Arc Studios

★THE HARVELL HAUL★
Truck Pull presented by Harvell Plumbing & Gas